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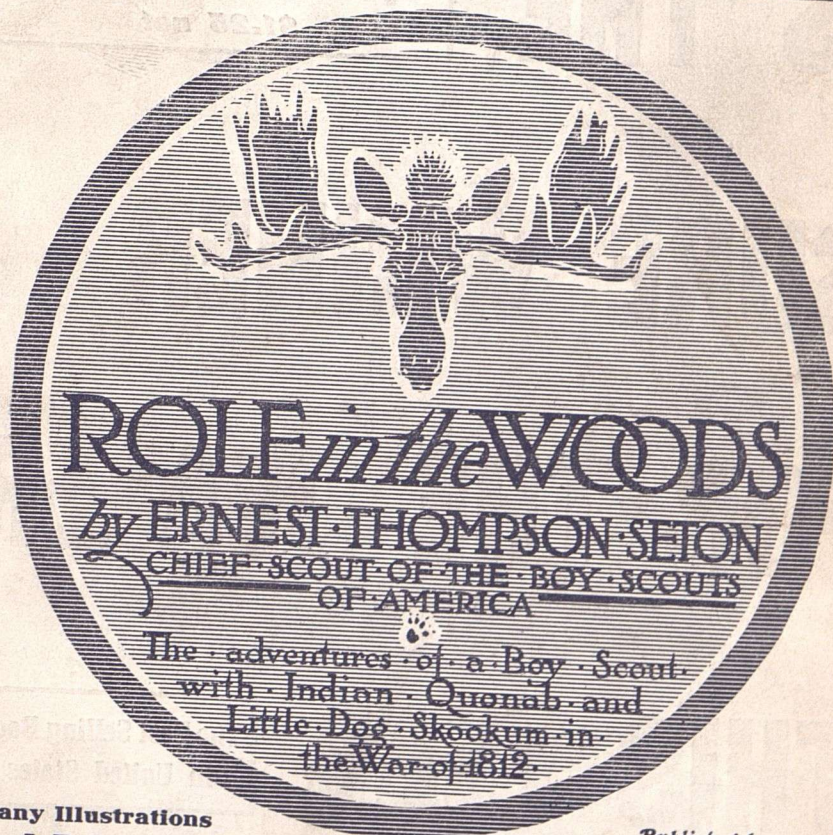
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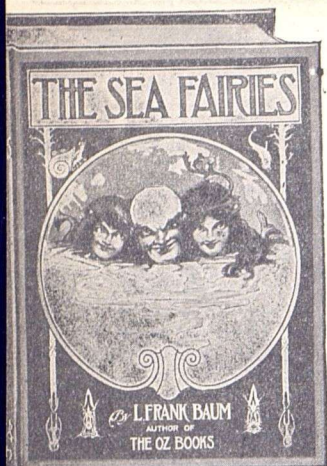
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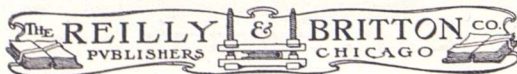
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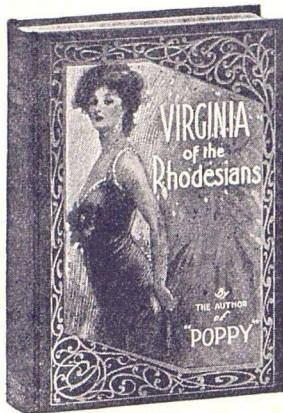
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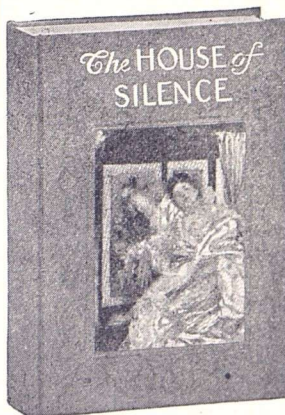
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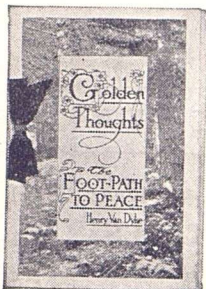
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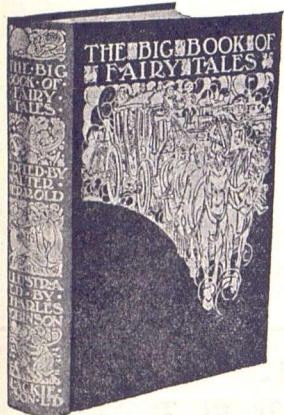
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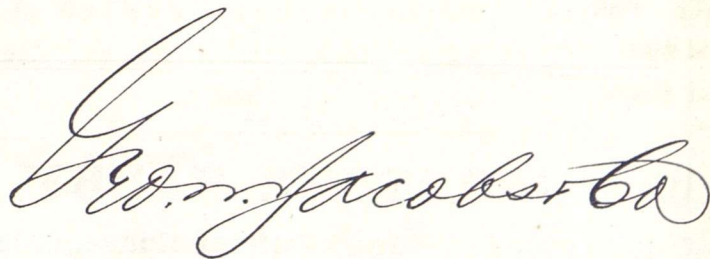
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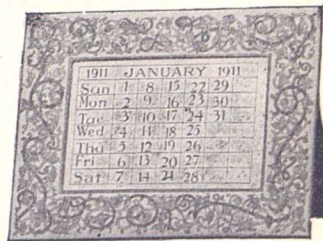
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# The Publishers' Weekly

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Advertising copy should reach us Tuesday noon—earlier, if proof is desired out-of-town. Forms close Thursday noon.

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## NOTES IN SEASON.

THOMAS Y. CROWELL COMPANY extend a cordial invitation to all booksellers and department store bookbuyers to examine their

line for 1911, now on exhibition at the Palmer House, Chicago. Ask for George R. Hobby, Room 350.

THE JOHN C. WINSTON COMPANY will have samples of their new fall books on exhibition at the Palmer House, Chicago, Room 554, where B. F. Hitchens, the Chicago branch manager, will be pleased to show the line to all visiting buyers.

GEORGE BARRIE & SONS have just published a new edition of "Mexico," by Marie Robinson Wright. Mrs. Wright, who is well known for her extensive travels and her studies of Mexico and South American countries, has entirely rewritten the book, bringing it up to date.

THE HURST & COMPANY books are especially suited to the summer season, providing amusement for old and young alike. Popular series like the *Boy Scouts*, the *Bungallow Boys* and the *Boy Aviators*, with their tales of out-of-door sports, adventure and achievement are just what the wide-awake boy likes when the study season is over. Quite as entertaining are the *Frank Armstrong Series*, the *Oakdale Academy Series* and the *Log Cabin to White House Series*, with its true stories of famous men.

LAIRD & LEE call the special attention of the trade at this time to their series of Standard dictionaries. The series of five—the encyclopedic, collegiate and high school, student's, intermediate and elementary school editions—is now complete, offering every range of size and price. The bold type, reasonable price and compactness of reference have made this line of dictionaries a favorite. The Laird & Lee line of foreign language vest pocket dictionaries is also a steady seller. Send for their special educational catalogue.

THE announcement by the Reilly & Britton Company that L. Frank Baum's "The Sea Fairies" will be ready August 1 is good news for the little folks. This volume starts a new series in the size and style of the beloved "Oz" books, which have had such an unusual record. "The Sea Fairies" has the fantastic imagination and humor of the earlier books, and carries you down to a most convincing fairyland under the sea, where inconsequential happenings are quite the order of the day. John R. Neill has embellished the book with a large number of illustrations, twelve being in color.

WHAT is unquestionably one of the most remarkable books in years is just published by Dodd, Mead & Company, "My Life," the autobiography of Richard Wagner. Although this work was written between the years 1868 and 1873, the twelve copies printed were entrusted to Frau Cosima Wagner and four of the author's nearest and dearest friends, who guarded with the greatest care the secret of the existence of this autobiography, with its comment on the affairs and characteristics of prominent men of the day. Its publication now comes as a surprise to the civilized world, and it will undoubtedly be ranked as an instant classic.



## Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.  
 Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obl., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

### Allison, W: H:

Inventory of unpublished material for American religious history in Protestant church archives and other repositories. Wash., D. C., Carnegie Inst., '10, [11.] (Jl1) c. 7+254 p. 4°, \$1.50.

### Ames Botanical Laboratory.

Illustrations and studies of the family orchidaceae; The genus *habenaria* in North America by Oakes Ames; with 20 etchings by Blanche Ames. Bost., Merrymount Press, [11.] (Jl1) 288+14 p. 8°, \$6.

### Anderson, J: B:

New Thought; its lights and shadows; an appreciation and a criticism. Bost., Sherman, French, '11. (Jl1) c. 149 p. O. \$1 n.

This book is an explanation of New Thought by a Christian. It is not for the professional philosopher, but an elementary exposition for the people. The exposition is accompanied by such criticism of New Thought's main ideas and methods as seems likely to be most helpful to the readers the author has in mind. Appendix.

### Annesley, Mrs. Maud.

Shadow-shapes. N. Y., J: Lane, '11. (Jl1) 312 p. D. \$1.30 n.

Here the author of the "Wine of life," "Door of darkness," etc., deals with the study of hypnotism. Brocklehurst, after a consultation of physicians, finds that he has incurable heart disease, and that he cannot live much longer. One of the physicians, a specialist named MacFarlane, is a friend of his and has a platonic friendship for his wife, of which Brocklehurst is unnecessarily jealous. He hires MacFarlane to attend him constantly because he will have a great interest in keeping him alive, as when he dies he swears that through his hypnotic power over his wife, Gra, she shall die too. The battle of the two men to win superior power over the woman is the main interest of the book, and Brocklehurst's renunciation of his will, and his final command to Gra to live as he himself dies, makes a striking climax.

Annual register: a review of public events at home and abroad for the year 1910; new series. N. Y., Longmans, '11. (Jl1) 167 p. O. \$6 n.

Epochs of English history covered are as follows: General election and its outcome; King's speech at close of his reign; New reign and new departure; Session resumed; Recess, conference and general election; Scotland and Ireland; Finance; Foreign and colonial history; Chronicle of events. Necrology and index.

### Austin, Leonard Strong.

The metallurgy of the common metals, gold, silver, iron, copper, lead, and zinc. 3d ed., rev. and enl. San Francisco, Mining and Scientific Press, '11. (Jl1) c. 528 p. il. 8°, \$4.

### Baldwin, Ja., and Bender, Ida C.

Sixth reader; eight book ser. N. Y., Am. Book Co., [11.] (Jl1) c. 258 p. front. il. D. 45 c.

First author has brought out many other readers. The second is supervisor of primary grades, Buffalo, N. Y.

### Barnes, Harold Edg.

Corporate organization and administration; [with] Questions and problems, by B. Franklin De Frece. 2 v. N. Y., Universal Business Inst., '10, [11.] (Jl1) c. forms, O. v. 1, \$20; v. 2, \$10.

### Bell, J: Joy.

Jim. N. Y., Doran, [11.] (Jl1) c. 150 p. D. 60 c. n.

There is a treat in store for all who have not read of Jim Crow and his "Toody," for to lovers of children there is something wonderfully appealing in this little story, in which the granting of his son's wish to give pleasure starts James Nevis, the artist father, on the road to fame and fortune.

### Bentley, Harry Clark.

The science of accounts; a presentation of the underlying principles of modern accounting; designed as a work of reference for accountants, and as a text-book for advanced students of accountancy. N. Y., Ronald Press, '11. (Jl1) 393 p. 12°, \$3.

### Bentley, W.: D.D.

Diary of William Bentley, D.D., pastor of the East Church, Salem, Mass. v. 2, 3. Salem, Mass., Essex Inst., [11.] (Jl1) il. pors. 8°, ea., \$3.50 n.

### Besant, Mrs. Annie Wood.

Popular lectures on theosophy. i. What is theosophy? ii. The ladder of lives. iii. Reincarnation: its necessity. iv. Reincarnation: its answers to life's problems. v. The law of action and reaction. vi. Man's life in the three worlds; delivered at Adyar, India, in February and March, 1910. Chic., Rajput Press, '10, [11.] (Jl1) 106 p. 12°, 50 c.; pap., 25 c.

### Beveridge, Ja.

Paper makers' pocket book; specially comp. for paper mill operatives, engineers, chemists, and office officials. 2d and enl. ed. N. Y., Van Nostrand, '11. (Jl1) 17+211+57 p. S. \$4 n.

This book has been compiled with a view of placing before paper-mill workers concise information relating to engineering, chemical and other departments of paper mills. This second edition has been produced for the same purpose on a larger scale with increased care.

### Blackburn, E. M.

A study of words. N. Y., Longmans, '11. (Jl1) 8+223 p. D. \$1.25 n.

If words are not understood exact knowledge cannot be attained. Knowledge of words is by induction and deduction. The first method is that by which beginners acquire a foreign language; the second starts with the root-idea of a word, or its first recorded meaning, and traces it up through its various branches. The method of this book is mainly deductive; the derivation is regarded as the starting point.

### Bonar, Ja.

Disturbing elements in the study and teaching of political economy. Balt., Johns Hopkins Press, [11.] (Jl1) 156 p. 8°, \$1.



**Boughton, Martha Eliz. Arnold, [Mrs. Willis Boughton.]**

The quest of a soul and other verses. N. Y. and Chic., Revell, ['11.] (Jl1) c. 127 p. D. \$1 n.

**Burke, Mary C.**

School room echoes; bk. 2. Bost., Badger, '11. (Jl1) c. 224 p. por. D. \$1.50.

First book was entered in *Publishers' Weekly* December 25, 1909.

**Calthrop, Dion Clayton.**

Perpetua; or, the way to treat a woman. N. Y., J: Lane, '11. (Jl1) 5+315 p. D. \$1.30 n.

Perpetua comes to the studio of Brian O'Cree to serve as his model. One day she brings a bundle of her clothes along and tells him she has adopted him as her father. They wander around in a delightfully irresponsible way, and travel with a circus for a while because Perpetua loves elephants. Perpetua is sent to a convent for her education, and on leaving there she meets her own father, who introduces the tragic element into the story. She is inveigled into marrying the wrong man, and it is only in the last chapter that the reader realizes that, after all, everything is going to end happily. By the author of "Harlequin set," "Tinsel and gold," etc.

**Campbell, Rev. T: Jos.**

Pioneer priests of North America. v. 3, Among the Algonquins. N. Y., Am. Press, ['11.] (Jl1) il. 8°, \$2.

**Carnegie Steel Company.**

Steel mine timbers; types of construction and examples of installation. [3d ed.] Pittsburgh, Carnegie Steel Co., '11. (Jl1) 13+40 p. front. il. O. gratis.

**Charcot, Jean.**

The voyage of the "Why Not?" in the Antarctic; the journal of the second French south polar expedition, 1908-1910; English version by Philip Walsh; with numerous il. from photographs. N. Y., Doran, ['11.] (Jl1) 8+315 p. f°, \$5 n.

The romantic story in diary form of a famous expedition to the Antarctic region. It admirably supplements Peary's and Shackleton's records and books, by giving rather more attention to scientific worlds, and in addition it has a view of humanity and sentiment entirely its own and possible only by reason of temperament. The trip is divided into the following portions: From Havre to Punta Arenas, and beginning with the summer of 1908-'09 to the summer of 1909-'10 the diary is reproduced. Index.

**Clark, G: Ramsey, and others.**

A short history of the United States navy. Phil., Lippincott, '11. (Jl1) c. '10-'11. 505 p. (6 p. bibl.) pls. pors. maps, O. \$3 n.

This book is written to fill a need for a text-book for the midshipmen of the United States Naval Academy. Its aims are: To present a record of exactly what happened, without personal, sectional or national prejudice; to regard naval events from the professional rather than the picturesque point of view; to suppress the trivial and bring out the important, not neglecting the services of officers in time of peace; to give the original sources wherever possible. Index.

**Conyngton, T:**

A manual of corporate management; containing forms, directions, and information for the use of lawyers and corporate officials. 3d ed. N. Y., Ronald Press, '11. (Jl1) c. 18+19-422 p. 8°, \$3.

**Curtis, W: Eleroy.**

Turkestan: "the heart of Asia;" pictures by J: T. McCutcheon. N. Y., Doran, ['11.] (Jl1) c. 344 p. O. \$2 n.

Author of "One Irish summer," "Around the Black Sea," "Modern India," etc., writes another interesting book of travel in Turkestan. Little is known of this country guarded so jealously by Russia. Bokhara, Askabad, Khiva and Samarkand are some of the cities described. New light is thrown on the Czar's aggressive attitude toward the Far East question by Mr. Curtis's diplomatic training. A fascinating and instructing blend of history, legend, politics and daily incident.

**D'Arnoux, C. E.**

Poems. N. Y., Badger, '11. (Jl1) 62 p. D. bds., \$1 n.

**Daudet, Alphonse.**

Le siège de Berlin, et autres contes; with notes and vocabulary by E. Rigal and G. Castegnier. N. Y., Jenkins, ['11.] (Jl1) c. 115 p. 16°, (Contes choisis.) 25 c.

**Davis, J: D.**

Dictionary of the Bible; with many new and original maps and plans and amply illustrated. 3d ed., rev. throughout and enl. Phil., Westminster Press, '11. (Jl1) c. 7+840 p. front. il. pls. maps, 8°, \$2.50 n.

**Davison, C:**

Exercises from algebra for secondary schools. [N. Y., Putnam,] '11. (Jl1) 6+320 p. D. \$1 n.

Author is mathematical master at King Edward's High School, Birmingham.

**Dewey, Melvil.**

Decimal classification and relativ index for libraries, clippings, notes, etc. 7th ed. Lake Placid Club, N. Y., Forest Press, '11. (Jl1) 777 p. tabs., Q. \$6 n.; hf. turkey or Chiver's duoflexil niger, \$7 n.; full turkey, \$8 n.; Index separate, \$3; hf. turkey, \$4.

This edition of the most widely used book classification we have (for the "D. C." is not only used by thousands of American libraries, but, through the translations of the Institut International de Bibliographie, has become international in use) was promised us in 1900, but the enormous labor involved has delayed its appearance. Although there is much incidental revision and enlargement, the chief increases in the tables are found in 020, Library Economy; 370, Education; 540, Chemistry; 610, Medicine (now very minutely classified); 621, Mechanical engineering (particularly 621.3, Electrical engineering); and 640, Domestic economy. The invaluable Relativ Index is also increased half again in size.

**Eames, Roscoe L.**

Eames' geometric shorthand without shading; rev. and improved. San Francisco, R. L. Eames, '11. (Jl1) c. 2+92 p. 24°, 75 c.

**Earle, May.**

Juana of Castile. N. Y., J: Lane, '11. (Jl1) 165 p. O. \$1.50 n.

Juana of Castile was the daughter of Ferdinand and Isabella of Spain, and married Philippe, Archduke of Burgundy, in 1503. Her love for her unfaithful husband was great, but at last he wearied of her legitimate jealousies and an open rupture took place between them. She was driven mad by her sorrows, and on her husband's death the strength of her love for him amounted to an obsession, and resulted in eccentricities and tragedy of action. The poem is based on this history.

**Einhorn, D:**

Ausgewählte predigten und reden, [incl. a biographical essay by Dr. Kaufmann



Kohler and a memorial oration by Dr. Emil Hirsch.] N. Y., Bloch Pub., '11. (Jlr) 500 p. pors. 8°, \$8.

**Erskine-Murray, Ja. D.**

Handbook of wireless telegraphy; its theory and practice for the use of electrical engineers, students and operators. 3d ed., rev. and enl. N. Y., Van Nostrand, '11. (Jlr) 16+386 p. front. diagrs.. O. \$3.50 n.

First published in 1907. A considerable amount of new matter has been added, and some portions, no longer of interest in theory or practice, have been cut out.

**Estienne, Henri.**

The Frankfurt book fair; the Franco-fordienne emporium of Henri Estienne; ed., with historical introd., original Latin text with English translation on opposite pages and notes, by Ja. Westfall Thompson. Chic., Caxton Club, '11. (Jlr) c. 18+204 p. (3 p. bibl.) il. por. pl. facsim., 4°, \$12.50.

**Evans, G. Patrick Elystan.**

Big game shooting in Upper Burma; with a glossary of Burmese words, a map and 11 photographs from the author's collection of trophies. N. Y., Longmans, '11. (Jlr) c. 240 p. O. \$2.50 n.

There have been other books on hunting in Burma, but this one is unique, in that it treats of shooting in Upper Burma and on foot, not from the back of an elephant. The author hunted in the wet and dry zones alike, which is important from the sportsman's standpoint, as the habits of the same animals differ in the different zones. Care is taken to make clear sailing for any adventurer wishing to cover the same tract. Appendix and index.

**Flynn, W: Earl, and Eaves, Lucile.**

The Flynn system of health culture. Lincoln, Neb., Woodruff Bank Note Co., '11. (Jlr) c. il. por. 12°, \$1.25.

**Fratcher, W: F.**

Fratcher's instantaneous calculator; [with] Book of instructions. [Detroit, Mich., Instantaneous Calculator Co., '11.] (Jlr) c. 6 p. f°, \$5.

**Fundamentals (The);** a testimony to the truth; compliments of two Christian laymen. In 12 v. v. 1-5. Chic., Testimony Pub. Co., 808 La Salle Ave., '11. (Jlr) D. pap., ea., 15 c.

These volumes are part of a series of twelve books. Because of a belief that the fundamentals of Christianity should be represented two laymen are bearing the expense of sending these books out to student, professor, missionary, evangelist, Christian worker, etc.

**Graham, Winifred.**

Mary. N. Y., Kennerley, '11. (Jlr) 398 p. 12°, \$1.35 n.

**Gray, Ja. M., D.D.**

Salvation from start to finish. N. Y. and Chic., Revell, '11. (Jlr) 12°, 50 c. n.

**Gray, W. Forbes, ed.**

Non-church going; its reasons and remedies: [a symposium.] N. Y. and Chic., Revell, '11. (Jlr) 12°, \$1 n.

**Grillon, Octave.**

Practical pan man's guide; containing the best recipes for the manufacture of dragee and useful advices in general pan work. N. Y., O. Grillon, 307 W. 24th St., '11. (Jlr) c. 191 p. il. 16°, \$10.

**Hart, E:**

Chemistry for beginners. In 3 v. v. 1, Inorganic. 5th ed., rev. and enl., with 78 il. and 2 pls. Easton, Pa., Chemical Pub., '10, '11. (Jlr) c. 8+214 p. 16°, v. 1, \$1; v. 2, 50 c.; v. 3, 25 c.

**Hasbrouck, Stephen.**

Altar fires relighted; a study from a non-partisan standpoint of movements and tendencies at work in the religious life of today. N. Y., Burnett Pub., 64 Wall St., '11. (Jlr) \$1.50; \$2.

**Herring-Shaw, A.**

Domestic sanitation and plumbing; a treatise of the materials, designs and methods used in sanitary engineering manufacture, jointing and fixing of pipes, sanitary fittings, etc.; removal of waste matter; water supply; hot-water services; heating; ventilation, etc. In 2 pts. pt. 1, Materials and their uses; soil, waste and vent pipes; sanitary fittings; house drainage; cess-pools, disposal of house sewage, with over 300 il.; pt. 2, Water supply; domestic hot-water services; warming and ventilation of buildings, with 264 illustrations. N. Y., Van Nostrand, '11. (Jlr) 16+318; 16+358 p. O. \$5 n.

In the preparation of this work the author treats the subject-matter on organized and progressive lines so that the work will be useful to young students as well as to those of mature experience and training. A large number of illustrations have been prepared, and the use of formulas having no practical value has been avoided as far as possible.

Elementary science, applied to sanitation and plumbers' work. 2d ed. N. Y., Van Nostrand, '11. (Jlr) 16+264 p. diagrs., O. \$2 n.

Author is associate, Royal Sanitary Institute. This second edition includes a varied and extensive series of questions and answers in the mensuration section, which will doubtless be useful to teachers and taught.

**Hess, Herb. W:**

Advertising; [with] Questions and problems, by W. S. Fowler. In 2 v. N. Y., Universal Business Inst., '10, '11. (Jlr) c. il. pls. (partly col., partly fold.) 8°, v. 1, \$20; v. 2, \$10.

**Hollander, Jacob Harry.**

David Ricardo; a centenary estimate. Balt., Johns Hopkins Press, '11. (Jlr) 138 p. 8°, (Johns Hopkins Univ. studies in historical and political science.) \$1.25; pap., \$1.

**Holme, C:, ed.**

The gardens of England in the northern counties; [special spring number of *The Studio*.] N. Y., J: Lane, '11. (Jlr) c. 37 p. f°, \$3 n.

With the principle that unconvention in gardening is permissible if it does not involve departure from or contradiction of nature, the editor gives not only a valuable essay on landscape gardening, but the illustrations selected are plates of especial and artistic interest. The name of the person whose garden is reproduced, and any one interested in English gardening will find the book a delight.

**How, L:**

Lyrics and sonnets. Bost., Sherman, French, '11. (Jlr) c. unpagged, front. D. \$1 n.



Hughes, Jasper Seaton.

The Revelation by visions. Holland, Mich., J. S. Hughes, '10, ['11.] (Jlr) c. 7-177 p. 12°, \$2.

Huizinga, A. v. C. P.

The American philosophy, pragmatism; critically considered in relation to present-day theology. Bost., Sherman, French, '11. (Jlr) c. 64 p. D. 60 c. n.

This book presents a criticism of the philosophic principle of pragmatism, especially as reflected in the sphere of theology, where it gained a strong foothold before it ever was formulated in philosophy. The writer, author of "Belief in a personal God," shows that Ritschlian theology, with its judgments of value and judgments of existence, is precisely the temper which pragmatism voices. As a philosophy, pragmatism fails to vindicate its rejection of all normative standards which an objective, static truth guarantees.

Jiu jitsu; the effective Japanese mode of self-defense; il. by snapshots of K. Koyama and A. Minami, well known native experts. N. Y., Am. Sports Pub., ['11.] (Jlr) c. 77 p. 16°, (Spalding's athletic lib.) pap., 10 c.

Jones, E.; D.D.

The beauty and truth of the Catholic church; sermons from the German, adapted and ed., with an introd., by the Most Rev. John Ireland. v. 1. St. Louis, Herder, ['11.] (Jlr) 6+326 p. 8°, \$1.25 n.

Kellogg, Minnie D.

Flowers from mediæval history. San Francisco, Elder, ['11.] (Jlr) c. 17+145 p. il. D. \$1.50 n.

"On the title-page the author quotes from Keats' 'I never can feel sure of any truth but from a clear perception of its beauty.' This book, with many artistic reproductions of the art and architecture of the Middle Ages, presents the facts of the history of that time, so that one gains a clear perception of their beauty. Index.

Kennedy, Rankin.

The principles of aeroplane construction; with calculations, formulæ and 51 diagrams. N. Y., Van Nostrand, '11. (Jlr) 7+137 p. O. \$1.50 n.

This book is intended to show the principles of the aeroplane as applied to flying machines, and to put in as concise a form as possible the theory of the aeroplane, commencing with the elementary laws of mechanics and the inclined plane, and afterward giving the formulæ for the determination of the dimensions of the aeroplane in the simplest form, with numerically worked out calculations on the two systems in use.—Preface.

Keystone Fireproofing Company.

Increasing efficiency and decreasing cost in school house construction with Keystone gypsum blocks. N. Y., Keystone Fireproofing Co., ['11.] (Jlr) c. 5+36+4 p. il. D. gratis.

Kidder, Martha A.

Æonian echoes, and other poems. Bost., Sherman, French, '11. (Jlr) c. 219 p. front. por. D. \$1.25 n.

Kimball, Everett.

The public life of Joseph Dudley; a study of the colonial policy of the Stuarts in New England, 1660-1715. N. Y., Longmans, '11. (Jlr) c. 8+239 p. (10 p. bibl.) O. (Harvard historical studies.) \$2 n.

Not much time has been spent in meeting the criticisms on Joseph Dudley, nor in delineating his character, which was "singularly unlovely," but

rather the Stuart colonial policy is examined with its practical political problems in its application to New England. Dudley is viewed as an English official charged with the execution of the English policy, with the problems and difficulties facing all royal officials in New England at that time. Dudley was chosen partly because of the savage attacks upon him, but largely because his career led him in touch not only with New England colonies, but in New York as well, and covers the period to the accession of George I. Index.

King, C: A.

Elements of construction. N. Y., Am. Book Co., ['11.] (Jlr) c. 181 p. il. D. (King's ser. in woodwork and carpentry.) 70 c. Author is director of manual training Eastern High School, Bay City, Mich.

Elements of woodwork. N. Y., Am. Book Co., ['11.] (Jlr) c. 146 p. il. D. (King's ser. in woodwork and carpentry.) 60 c.

Kirschbaum, Simon.

Business organization and administration, credits and private finance; [with] Questions and problems, by E: M. Hyans. In 2 v. N. Y., Universal Business Inst., '10, ['11.] (Jlr) c. O. v. 1, \$20; v. 2, \$10.

Klinck, Alb. J.

The lady in mauve. Bost., Sherman, French, '11. (Jlr) c. 134 p. D. \$1 n.

The story opens with the expulsion of three chums, a doctor, an editor and an artist, from a cheap lodging house. They are all hard up and find an empty, rickety lodging on stilts leaning over a canal. As state property, they can take possession without rent or taxes. The "lady in mauve" comes driving in a carriage on charity bent. She takes the doctor for Miles, her washerwoman's son, who lived in the free-rent house before the three fugitives from poverty took it as their abode. From this complication many funny situations arise, and the story of the dominating of fate by the three cronies is bright from beginning to end.

Landes, Sarah Windle.

Elementary domestic science; a text book for schools. 2d ed., rev. and enl. Stillwater, Okla., Students Supply Ho., ['11.] (Jlr) c. 8°, 75 c.

Laukis, Jos.

How to write letters in English and Lithuanian languages; a comprehensive and practical guide to correspondence; showing the structure, composition, formalities and uses of the various kinds of letters, notes and cards; Kaip rasyti laiskus lietuviskoje ir angliskoje kalbose. Chic., Spauda "Lietuvos," '11. (Jlr) c. 293 p. 12°, 75 c.

Lectures on illuminating engineering delivered at the Johns Hopkins University, October and November, 1910, under the joint auspices of the University and the Illuminating Engineering Society. 2 v. Balt., Johns Hopkins Press, '11. (Jlr) c. il. por. diagrs., 8°, \$4 n.

Letters to a ministerial son by a man of the world. Bost., Pilgrim, '11. (Jlr) 221 p. D. 75 c. n.

This is a series of sensible letters purporting to be written from a father to a son who wishes to become a minister. The father's whole plea is for a "man of God" who is also a "man of the world," with some kind of a balance between the ideals of the ministry and the proper conception of commerce. He holds that the instincts of common sense are not unchristian. Having faith—what else have you? Popular gifts, of speech, persuasion and influence? If not, keep out of the ministry.



**Levi, Harry.**

Jewish characters in fiction: English literature. 2d ed., rev. and enl. Phil., Jewish Chautauqua Soc., '11. (Jl1) c. 173 p. (bibls.) D. (Chautauqua system of Jewish education.) \$1.

**Lipper, Milton W:**

Investments; [with] Questions and problems, by Arth. Loewenheim. In 2 v. N. Y., Universal Business Inst., '10, ['11.] (Jl1) c. pls. forms, O. v. 1, \$20; v. 2, \$10.

**Livy, [Livius Palavinus Titus.]**

Camillus and other stories from Livy; ed., with introd., maps, notes and vocabulary. N. Y., Putnam, '11. (Jl1) c. 124 p. S. (Pitt Press ser.) 45 c. n. Edited by Fellow of Sidney Sussex College, Cambridge, Eng.

**Loewenstein, L. C., and Crissey, Clarence P.**

Centrifugal pumps; their design and construction; 320 il., 8 folding plates. N. Y., Van Nostrand, '11. (Jl1) c. 7+435 p. O. \$4.50 n.

The object of this book is to present to those interested in centrifugal pump manufacture a full explanation of the calculations necessary in securing the best methods of manufacture and a correct knowledge of the proper proportions of pump parts in order to secure safe and smooth operation.

**Lowe, Rev. W: H:**

Russian roots and compounds. N. Y., Putnam, '11. (Jl1) 76 p. O. \$1.50 n.

In the Russian language compared with the number of roots the number of compounds is enormous. The quickest way to get a working knowledge of Russian is to learn the roots, and then as many of the compounds as possible, and in this book the chief compounds are gathered under their roots.

**Lyttleton, Edith.**

The thumbscrew. N. Y., Longmans, ['11.] (Jl1) c. 32 p. D. pap., 25 c. n.

This is a play based on the modern labor conditions of England. The thumbscrew is poverty, induced by improperly paid work, which deadens the spirit and makes initiative impossible. Berenice, engaged to Joe, breaks her engagement and refuses to go to the colonies with him because she cannot leave her stepmother (and the other demands on her life) to their hard labor for so little money.

**MacDonald, Bp. Alex.**

Religious questions of the day; or, some modernistic theories and tendencies exposed. N. Y., Christian Press Assn. Pub., [26 Barclay St.,] '11. (Jl1) c. 12°, \$1.

**Macdonald, Alice Belle.**

Foundation English; the expression of ideas. Bost., Sanborn, '11. (Jl1) c. 25+287 p. pls. 12°, 90 c.

**Markens, I:**

President Lincoln and the case of John Beall. N. Y., I: Markens, [62 Beaver St.,] ['11.] (Jl1) 11 p. 8°. (Priv. pr.)

**Marks, G: Croydon, and Clerk, Dugald.**

Electric lighting for motor cars. N. Y., Van Nostrand, '10, ['11.] (Jl1) 8+83 p. il. diagrs., D. \$1.50 n.

This work is primarily intended for designers and manufacturers of electric-lighting apparatus for motor vehicles. There is a valuable appendix on the comparative intrinsic illuminosities of oil, acetylene and metal-filament lamps. Special illustrations and particulars of machines and fittings have been sent by several makers. Index.

**Maupassant, Henri René Albert Guy de.**

L'Auberge; ed. by A. Schnitz. N. Y.,

Jenkins, '11. (Jl1) c. 14+177 p. 16°, 40 c.; pap., 25 c.

**Men of Oregon;** a gallery of likenesses of representative men, together with brief sketches of their lives. Portland, Ore., Chamber of Commerce, '11. (Jl1) 8°, \$4; leath., \$5.

**Menken, H:, comp. and ed.**

California bungalow homes. 3d ed.; 238 il. in half-tone and line engravings. Los Angeles, Cal., Bungalow Craft Co., 407 Chamber of Commerce Bldg., ['11.] (Jl1) 128 p. 8°, pap., \$1 n.

Model bungalow plans; 73 il. in half-tone and line engravings. Los Angeles, Cal., Bungalow Craft Co., ['11.] (Jl1) 64 p. 8°, pap., 25 c. n.

**Monumental inscriptions in Missouri cemeteries;** first paper, on monuments erected by the General Assembly, Jefferson City, Missouri. Columbia, Mo., [State Hist. Soc. Mo.,] '10, ['11.] (Jl1) 43+52 p. 8°, 25 c.

**Morris, W:**

Collected works; ed. by May Morris. In 24 v. v. 5, 6, The earthly Paradise, v. 3, 4; v. 7, Grettir the Strong, The volsunga saga; v. 8, The Iceland journal. N. Y., Longmans, '11. (Jl1) il. 8°, \$78 n. (Sold in sets only.)

**Morrison, Sarah Parke.**

Sicily; a poem dedicated to the memory of Dante Alighieri. Knightstown, Ind., S. P. Morrison, '10, ['11.] (Jl1) c. 32 p. O. 25 c.

**Myers, C: S:**

An introduction to experimental psychology. N. Y., Putnam, '11. (Jl1) 156 p. S. (Cambridge manuals of science and literature.) 40 c. n.

The author of other books on the same subject is lecturer in experimental psychology in the University of Cambridge. Keeping in mind the purpose of the series, various topics have been considered as typical in experimental psychology. The chapters deal with Touch, Colour, Illusion, Aesthetics, Memory, Mental tests, etc. Index.

**New (The) third year mechanical examination for engineers and firemen.** Chic., [Truth Pub. Co., 209 S. State St., '11.] (Jl1) c. 167 p. 12°, (Prior system of self-educational text and reference books.) \$2.50.

**O'Connor, Mrs. T: Power.**

I myself; being reminiscences of her life. N. Y., Brentano's, ['11.] (Jl1) 8°, \$3.50 n.

**101 candies;** for those who love sweets and the fun of making them. San Francisco, Elder, '11. (Jl1) 60 p. 32°, (101 epicurean thrills ser.) 25 c. n.

**101 desserts;** a boon to housewives bereft of ideas for preparing dainty dishes. San Francisco, Elder, '11. (Jl1) 60 p. 32°, (101 epicurean thrills ser.) 25 c. n.

**101 entrees;** 101 answers to the problem, what shall I provide for an entree? San Francisco, Elder, '11. (Jl1) 60 p. 32°, (101 epicurean thrills ser.) 25 c. n.

**101 sandwiches;** 101 suggestions for preparing light refreshments of all kinds. San Francisco, Elder, '11. (Jl1) 60 p. 32°, (101 epicurean thrills ser.) 25 c. n.



**Openshaw, Mary.**

The cross of honour. Bost., Small, Maynard, [11.] (Jlr) 339 p. D. \$1.20 n.

The author of "Loser pays" here believes that the "battle is to the strong." The first scene is laid in Paris, but the action quickly shifts through a maze of plots and counterplots to Warsaw, and it is here we meet the lovely little patriot Marie, wife of the old Count Walewsce Walewska, with whom Napoleon falls desperately in love as he sees her in the welcoming throng at Bronia. To win the "Cross of Honour" as a reward for saving Napoleon's life and then to forfeit his own in his efforts to save a woman's good name is the fate of Adrian Nichola, a devoted friend and loyal Pole.

**Oswell, Kate F., and Gilbert, C. B.**

Primer. N. Y., Macmillan, '11. (Jlr) c. 120 p. il. D. (American school readers.) 30 c. n.

The second author was formerly superintendent of schools in St. Paul, Newark and Rochester, and has written other school books.

**Ovington, Mary White.**

Half a man, the status of the negro in New York; with a foreword by Dr. Franz Boas. N. Y., Longmans, '11. (Jlr) c. 11+236 p. D. \$1 n.

This is the second publication of the Greenwich House Committee on Social Investigation. The author of the preface, Franz Boas, is a member of the committee, the other book being "Wage-earner's budgets," by Mrs. Louise B. More, published by Holt. This book is a description of the status of the negro in New York City, based on a painstaking inquiry into his social and economic conditions, and it brings out the difficulties under which the race is laboring, and a refutation of the claims that the negro has equal opportunity with the whites. Appendix and index.

Panoramic San Francisco, 1877. San Francisco, T: C. Russell, 1734 19th Ave., [11.] (Jlr) S. 50 c.

A folding photograph of the city of San Francisco and its bay.

**Parkinson, J:**

Other laws. N. Y., J: Lane, '11. (Jlr) 312 p. D. \$1.25 n.

A book by the "Reformer by proxy." The hero, an African explorer, falls in love during a holiday in England with Caroline Blackwood. Circumstances prevent a formal engagement, and he returns to Africa without proposing marriage. Tom Hawkins and Caroline correspond fitfully, when events occur in Africa which leads Hawkins into the interior, and a report is circulated of his death in the burning of a native village. After a lapse of seven months he returns to England to find Caroline married to another man unworthy of her, and the rest of the book is based on the conflict of their love for each other.

**Patet, François Jos.**

Precis d'histoire de France. N. Y., Jenkins, [11.] (Jlr) c. '10. 242 p. 12°, 75 c. n.

**Payson, Howard.**

The boy scouts on the range. N. Y., Hurst, [11.] (Jlr) c. 306 p. front. D. (Boy scouts ser.) 50 c.

Truxton of Arizona is the scene of the new book of this series. Rob Blake of the "Eagle Patrol," the first volume of the series, with Corporal Merritt Crawford and rotund Tubby Hopkins, all three from Hampton, Long Island, perform the many adventures and exciting scenes in the new book.

**Pemberton, Max.**

Captain Black; a romance of The Nameless Ship. N. Y., Doran, '11. (Jlr) c. 4+327 p. D. \$1.20 n.

The author of the "Iron pirate," and so many other adventurous out-of-doors books, writes this

one with quite a unique plot. The nameless ship is a submarine of a type fifty years in advance of any other invention. Mark Strong, an unwilling guest of Captain Black on the mad adventurous trips he takes in his submarine, tells the story. Captain Black is outlawed by every nation, and the navies of the world make pursuit of him. Their search is in vain, for the captain escapes to the Cave of the Seas, a bit of vigorous imagination painting quite worthy of Jules Verne. A good hot weather book, there's so much water everywhere.

**Pennell, W: Wesley.**

Jonas Hawley. Bost., C. M. Clark, [11.] (Jlr) c. '10. 10+443 p. pls. 8°, \$1.50.

**Penniman, Ja. Hosmer.**

Books and how to make the most of them. Syracuse, N. Y., Bardeen, [11.] (Jlr) 19 p. D. 50 c.

Goethe said, "I have been fifty years trying to learn how to read, and I have not learned yet." These helps for one who wishes to get the most out of them covers the following ground: Miracle of books; How to use books; Cultivating the memory; Art of reading; Abuse of books; Classification of books; Libraries, etc.

**Pennsylvania Society.**

Year book of the Pennsylvania Society, 1911; ed. by Barr Ferree. N. Y., Penn. Soc., 249 W. 13th St., '11. (Jlr) c. 232 p. il. por. maps, facsim., O. \$2.50.

Among the subject headings of the chapters are these on the following subjects: Pennsylvania anniversaries in 1910; Pennsylvania monuments and memorials for 1910; Pennsylvania books on biography, war, finance, history, etc.; Pennsylvania societies and festivals. Editor is secretary of the society.

**Potts, Mrs. Anna M. Longshore.**

The logic of a lifetime. Alameda, Cal., A. M. Potts, [1914 Buena Vista.] '11. (Jlr) 7+303 p. front. por. D. \$1.12.

These essays are all of a religio-moral and metaphysical character, nonsectarian and of spiritual purport; that is, they do not relate to material affairs with as much emphasis as they do to the higher side of life, which by many is much neglected. During the author's experience with a number of the world's people, her life has been devoted to the treatment of physical ailments, with little time to appeal to the spiritual welfare of her clientele; therefore this work treats of the moral as well as the physical side.

**Powers, T. J.**

The garden of the sun. Bost., Small, Maynard, [11.] (Jlr) c. 390 p. front. D. \$1.25 n.

The scene is laid in and about the small town of Jolo, and the story is of the military and social life of the American army post situated there. A small detachment of troopers are twice led through dangerous engagements with the natives by Captain Ballard, whose efforts to win the affections of Barbara Bennett form the main theme of the story.

**Purfield, Horace Traiton.**

Wood pattern-making; a text-book for the use of high school, trade school, technical school and college students; with drawings by Edn. Victor Lawrence. 2d ed. Peoria, Ill., Manual Arts Press, [11.] (Jlr) c. 242 p. D. \$1.25.

Much time has been spent in revising, rearranging and enriching the text of this book, and in re-making all the drawings for the illustrations. It is now adapted in every way to take the leading place as a text-book for classes beginning work in pattern-making. To suit the needs in many schools, the first part of the book is given to chapters in bench tools and their use, pattern turning, lumber and reading drawings.

**Reinsch, Paul S:**

Civil government. Bost., Sanborn, [11.] (Jlr) 10+258 p. il. 12°, 70 c.



**Roberts, Morley.**

Thorpe's way. N. Y., Century Co., '11. (Jlr) c. 374 p. D. \$1.20 n.

Thorpe's way was not the conventional way of wooing. Impulsively but quite sincerely he proposes the first evening they meet, at a stuffy dinner party; and in this event, as in most others, Thorpe had his way. He is a social insurgent and so horrifies the middle-class formalities and conventions of his fiancée's family that they forbid the bans. Her mother goes so far as to lock the sweet and rather independent Molly in her room on the top floor. How Thorpe, in a spirit of medieval romance, rescues her by means of the house next door, though he had ample legal means of rescuing her in a more conventional way; how they eloped, and what comes of it all, make up one of the most vivacious love stories that has been published in a long time.

**Robson, J. H.**

Machine drawing and sketching for beginners; il. by numerous plates. N. Y., Van Nostrand, '11. (Jlr) 6+196 p. O. \$2 n.

This book is published to endeavor to assist the beginner in acquiring a knowledge of machine details by providing a large number of illustrations dealing with various subjects. The author is lecturer on engineering at the L. C. C. School of Engineering and Navigation. Index.

**Rosenthal, H. S.**

Building, loan and savings associations; how to organize and successfully conduct them. 3d ed., rev. and enl. Cin., Am. Building Assn. News Co., '11. (Jlr) c. 15+425 p. front. tabs., 8°, \$3.50.

**Sardou, Victorien.**

Sardou's *La Perle noire*; with notes and vocab. by K. McKenzie. N. Y., Jenkins, '11. (Jlr) c. 12°, 40 c.; pap., 25 c.

**Scenic** (The) New England tour book; covering only the recommended routes and tours in the New England states, the Adirondacks and Harlem Valley. Bost., Walker Lithograph and Pub., [400 Newbury St.] '11. (Jlr) c. maps, 8°, \$2.

**Schiller, Johann Christoph Friedrich v.**

Wilhelm Tell; ed., with introd., notes and repetitional exercises. Edition without vocabulary. Bost., Ginn, '11. (Jlr) c. 300 p. il. por. maps, S. (International modern language ser.) 60 c.

This edition has been prepared for students in secondary schools. The introduction gives a sketch of the life of Schiller, and discusses the various historical and literary questions that are connected with the study of the drama. The notes are brief and concise, in the hope that the student may form the habit of consulting them. Parallels with English literature, in so far as they might be adapted to quicken the interest, have been introduced rather more freely than is usually done in books of this character.

**Scott, Morgan.**

Boys of Oakdale Academy; with 4 original il. by Martin Lewis. N. Y., Hurst, '11. (Jlr) c. 5-312 p. 8°, 60 c.

**Searle, Arth.**

Journal of zones observed with the eight inch meridian circle during the years 1888-1890, 1890-1898. 2 v. Cambridge, Mass., Harvard Astronomical Observatory, '10, '11. (Jlr) 264; 253 p. 4°, (Annals of the Astronomical Observatory of Harvard College.) \$2.50.

**Searle, Alfr. B.**

Modern brickmaking; with 260 illustrations. N. Y., Van Nostrand, '11. (Jlr) c. 8+441 p. O. \$5 n.

Author is consulting expert on clays and clay

products. He has in this book endeavored to condense the results of a wide practical experience of all the better-known processes, machines and kilns now in use into convenient limits, and to express this information in terms readily understood by all interested in the subject.

**Shakespeare, W:**

Hamlet; ed. by A. W. Verity. N. Y., Putnam, '11. (Jlr) 262 p. S. 40 c. n.

Edited by sometime scholar of Trinity College. Index.

Henry the Fourth. In 2 pts.; ed., with notes, introd., glossary, list of variorum readings, and selected criticism by Charlotte Porter. [First folio ed.] N. Y., Crowell, '11. (Jlr) c. 19+254; 23+256 p. ea., 75 c.; limp leath., \$1.

**Sheldon, S., and Hausmann, Erich.**

Electric traction and transmission engineering; with 127 illustrations. N. Y., Van Nostrand, '11. (Jlr) c. 10+307 p. D. \$2.50 n.

Mr. Sheldon is professor of physics and electrical engineering at Polytechnic Institute of Brooklyn, and Mr. Hausmann is instructor in physics and electrical engineering at the same institute. The book presents a perspective view of the design of a complete railway installation, from the cars to the power station, and indicates the nature and sequence of the various entailed problems and suggests methods for their solution.

**Simms, W: Gilmore.**

The Yemassee; a romance of Carolina; ed., with introd. and notes, by M. Lyle Spencer. Richmond, Va., B. F. Johnson Pub., '11. (Jlr) c. 15+441 p. il. por. map, 12°, (Johnson's English classics.) 80 c.

**Skeat, Rev. Wa. W:**

English dialects from the eighth century to the present day. N. Y., Putnam, '11. (Jlr) 139 p. facsim., S. (Cambridge manuals of science and literature.) 40 c. n.

This book is a brief sketch of English dialect written in popular form. The value and meaning of dialect; Dialects in early times; Dialects of Northumbria; Southern dialect; Dialect of Kent and Mercia; Foreign elements; Index. Later history. Author is professor of Anglo-Saxon and fellow of Christ College, founder and formerly director of the English Dialect Society.

**Smith, E:**

The life of Sir Joseph Banks, president of the Royal Society, with some notices of his friends and contemporaries; with a photogravure front, and 16 other illustrations. N. Y., J. Lane, '11. (Jlr) 16+348 p. O. \$4 n.

A prominent figure is chosen to present an unfamiliar side of the eighteenth century in Sir Joseph Banks. The public service through the application of science was his constant aim. The man has practically vanished, but he was the inspiring agent of a number of works permanently benefiting the world. He gave an enormous impulse to the study of natural science and to the improvement of social conditions, but his most notable position was his conduct of the Royal Society, and to this are added many other public functions. He was a copious diarist, but made no pretensions to authorship. He seldom appeared in print during his lifetime. He was born in London in 1743 and he died in 1820. Index.

**Starbuck, Mary.**

Nantucket, and other verses. N. Y., J. J. Little & Ives Co., [435 E. 24th St.] '11. (Jlr) c. unpagd, S. 50 c.

**Stedman, Edm. Clarence.**

Complete pocket guide to Europe for 1911. N. Y., Jenkins, '11. (Jlr) c. 34+505 p. 32°, leath., \$1.25 n.



Stone, J. C., and Millis, Ja. Franklin.

The Stone-Millis arithmetics complete. In 3 pts. Bost., Sanborn, ['11.] (Jlr) c. 14+476+11 p. il. 12°, Primary, 35 c.; Intermediate, 40 c.; Advanced, 45 c.; Complete, 60 c.

Stumpf, Anthony, Publishing Co., New York.

The A. S. P. Co. bank directory; a complete list of all the national, state banks, private bankers and trust companies in the United States, complete list of Canadian banks. N. Y., Stumpf Pub. Co., ['11.] (Jlr) 16°, \$3.

Sullivan, Ja. E:

How to catch. N. Y., Am. Sports Pub., ['11.] (Jlr) c. 44+6 p. front. il. por. 16°, (Spalding's athletic lib.) pap., 10 c.

Sutton, Howard A., M.D., and Johnson, A. E.

Volumetric analysis. 10th ed., rev. throughout with numerous additions by W. Lincolne Sutton. Phil., Blakiston, ['11.] (Jlr) 14+621 p. il. tabs., 8°, \$5.50.

Toch, Maximilian.

Materials for permanent painting; a manual for manufacturers, art dealers, artists and collectors. N. Y., Van Nostrand, '11. (Jlr) c. 208 p. il. diags., D. \$2 n.

A book written on the composition of the materials which are used in the science of painting, with a study of the chemistry of colors, that the poorer painter may recognize that he need not use expensive colors to produce permanent results. Index to colors and processes. Author is member of the American Institute Chemical Engineers, municipal lecturer on paints, colors, etc., at the College of the City of New York, past president of the Chemists' Club, etc.

Tolstoi, Count Lyoff Nikolaievich, comp.

The cycle of reading; thoughts of the world's greatest authors on truth, on life, and the ways thereof; selected, compiled and arranged for daily reading, with special introd. for the American ed. by the author's son; tr. by Leonard Lewery. N. Y., Int. Lib. Pub., [102 W. 38th St.,] '11. (Jlr) c. 112 p. 12°, pap., 25 c.

Trevor, Roy.

My Balkan tour; an account of some journeyings and adventures in the near east together with a descriptive and historical account of Bosnia, Herzegovina, Dalmatia, Croatia, the kingdom of Montenegro; with a photogravure front., a map and 104 other illustrations. N. Y., J. Lane, ['11.] (Jlr) 35+472 p. O. \$4.50 n.

Bosnia, with its ancient customs and traditions in force to-day, and the unique picture of eastern life presented by the journeys and adventures in Herzegovina, Dalmatia, Croatia and Montenegro, countries practically unknown to the ordinary tourist, offer a Land of Promise to the traveller seeking new scenes and picturesqueness. Index.

Tsanoff, Radoslav A.

Schopenhauer's criticism of Kant's theory of experience. N. Y., Longmans, '11. (Jlr) 9+77 p. O. (Cornell studies in philosophy.) 75 c. n.

Of the standard works on Schopenhauer, few contain extended treatment of his criticism of Kant. The psychological aspects of the problem, and a consideration of the inherent incompatibility of the two systems is the special line followed in this brochure rather than the contrasting of Kant and Schopenhauer as men, thinkers, and writers, with a corresponding contrast between their systems, as has been generally considered.

Vachell, Horace Annesley.

John Verney. N. Y., Doran, ['11.] (Jlr) c. 334 p. D. \$1.20 n.

Story of political life in England written around the political career of young John Verney, a "young man of parts," who from a position as secretary to Mr. Desmond works his way into the front ranks of his party, and though twice defeated in his efforts to enter Parliament, eventually finds happiness in winning the hand of the charming though vacillating Sheila Desmond. Here we again meet some of the characters of Mr. Vachell's former book, "The hill."

Vail, Rev. Alb. Lenox.

Baptists mobilized for missions. Phil. Am. Bapt. Publication Soc., ['11.] (Jlr) c. 176 p. D. 75 c. n.

This book attempts to trace the history of combination among American Baptists for missionary purposes, with parallel processes for all other purposes. Notes.

Van Loan, C. E.

The big league. Bost., Small, Maynard, ['11.] (Jlr) c. 252 p. front. D. \$1 n.

A series of stories about professional baseball players and the crisis in each one's life. The chapter headings are the nicknames given to each: The Crab; Low Brow; Fresh Guy; Quitter; Bush-league demon; Cast-off; Busher; Job for the pitcher; Golden ball of the Argonauts.

Wagner, R. Wilhelm.

My life. In 2 v.; authorized tr. from the German. N. Y., Dodd, Mead, '11. (Jlr) c. 543; 911 p. pors. O. \$8.50 n.

The contents of these volumes have been written down directly from dictation, covering a period of several years by Wagner's wife. The value of the autobiography consists in its unadorned veracity, accompanied by precise names and exact dates, hence the publication had to be deferred until some time after the author's death. A small number of copies accessible to the author's relatives and trusted friends have been published at his own expense. This is the first time the English-speaking public generally have had the privilege of reading its pages. Index.

Walcott, C. Doolittle.

Cambrian geology and paleontology. v. 2, pt. 1, Abrupt appearance of the Cambrian fauna on the North American continent; with 9 plates; pt. 2, Middle Cambrian merostomata, with 6 plates; pt. 3, Middle Cambrian holothurians and medusæ, with 6 plates; pt. 4, Cambrian faunas of China, with 4 plates. Wash., D. C., Smithsonian Inst., '11. (Jlr) 16; 20; 68; 108 p. O. (Smithsonian miscellaneous collections.) pap., pt. 1, 15 c.; pt. 2, 20 c.; pt. 3, 20 c.; pt. 4, 15 c.

Waller, Edith.

English for Italians (Lezioni d'inglese per gl'Italiani). N. Y., Jenkins, ['11.] (Jlr) 23+297 p. il. (fold. map.) 8°, \$1.

Webb, A. Duncan.

New dictionary of statistics; a complement to the 4th ed. of Mulhall's Dictionary of statistics. N. Y., Dutton, '11. (Jlr) 11+682 p. 4°, \$7 n.

Webb, Sidney.

Grants in aid: a criticism and a proposal. N. Y., Longmans, '11. (Jlr) 7+135 p. (19 p. bibl.) O. (Studies in economics and political science.) \$1.75 n.

This volume is supplementary to Dr. Watson Grice's "National and local finance." This is the first book to appear in the form of a treatise on grants in aid. The administrative problems are so important and the subject one of such pressing



interest for the moment that such a book is in decided demand. Other books by the author are: "Socialism in England," "London education," "History of trades-unionism," etc.

—, and others.

Socialism and individualism. N. Y., J: Lane, '11. (Jlr) 102 p. D. (Fabian Socialist ser.) 75 c. n.

This book is based on the words of John Morley, when, speaking of present economic conditions, he said, "Unfettered individual competition is not a principle to which the regulation of industry may be intrusted." And as "Socialism, according to the author, is becoming a 'rapidly spreading conviction . . . that social health and human happiness is something apart from and above the separate interests of individuals, requiring to be consciously pursued as an end in itself. This book offers a remedy. The other authors are such well-known thinkers as Bernard Shaw, Sidney Ball and Sir Oliver Lodge.

Weld, L: Dwight Harvell.

Practical salesmanship; [with] Questions and problems, by J: M: Brock. 2 v. N. Y., Universal Business Inst., '10, ['11.] (Jlr) c. v. 1, \$20; v. 2, \$10.

Wells, Mrs. D. B., and others.

Conservation of national ideals; a symposium; introd. by Marg. E. Sangster. N. Y. and Chic., Revell, '11. (Jlr) 12°, (Home mission ser.) 50 c. n.; pap., 30 c. n.

Wells, Frederic Lyman, and Forbes, Alex.

On certain electrical processes in the human body and their relation to emotional reactions; from the Psychological Laboratory of the McLean Hospital, Waverley, Mass. N. Y., Science Press. [Substation 84, '11.] (Jlr) 39 p. 8°. (Archives of psychology; ed. by R. S. Woodworth.) 40 c.

Whitney, Caspar.

Jungle trails and jungle people; travel, adventure and observation in the far East.

N. Y., Harper, ['11.] (Jlr) c. 9+310 p. il. pls. O. \$3 n.

Formerly published by Scribner. For notice of earlier edition see American Catalog, 1900-05; v. 2, '05.

Who's who in New York City and State; a biographical dictionary of contemporaries. Fifth biennial ed., 1911. N. Y., W. F. Brainard, 27 W. 23d St., '11. (Jlr) c. 1024 p. D. \$5.

Williamson, Ja. Jos.

Prison life in the old capitol and reminiscences of the Civil War; il. by B. F. Williamson. West Orange, N. J., [J. J. Williamson,] '11. (Jlr) c. 10+11-162 p. il. 12°, \$1.50.

Winterburn, Florence May Hull, [Mrs. G: W: Winterburn.]

Vacation hints. N. Y., Fifth Ave. Book Co., [225 Fifth Ave.,] '11. (Jlr) c. 94 p. 50 c.; pap., 25 c.; leath., \$1.

A seasonable little volume, full of suggestions on what to do to make life comfortable and enjoyable during the vacation period. Partial list of contents: Going away; The things we leave behind us; The books we should take; Hammock and rocking chair; The small child at its best; Father—and fishing; The water superstition; What one finds at the top of a hill; The delights of the "week end;" Friends of a day.

Wolcott, Theresa Hunt.

The minister's social helper. Phil., Sunday Sch. Times Co., ['11.] (Jlr) c. 3+5-364 p. il. 12°, \$1.

Wood, Irving F.

Adult class study. Bost., Pilgrim, ['11.] (Jlr) c. 6+143 p. D. (Modern Sunday-school manuals.) 75 c. n.

This book attempts to suggest what can be done in various types of classes with various types of subjects as variety in the adult class is the key to the highest usefulness.

## BOOK TRADE EXPORTS AND IMPORTS FOR APRIL, 1911.

A summary statement of the value of the imports and exports of paper and of books and other printed matter of the United States for April, 1911, and for the ten months ending the same, compared with the corresponding periods of 1910.

### Imports and Exports of Printing Paper.

Quantities and Values of Paper of Domestic Manufacture Exported from the United States.

	April				10 months ending April			
	1910		1911		1910		1911	
	Quantities	Values	Quantities	Values	Quantities	Values	Quantities	Values
PRINTING PAPER—								
NEWS PRINT . . . . . lbs..			8,806,418	\$219,379			82,378,182	\$2,027,151
Exported to—								
United Kingdom . . . . .			1,570,190	40,132			24,611,387	603,700
Canada . . . . .			803,953	17,695			5,052,419	117,788
Mexico . . . . .			103,998	3,050			1,578,720	47,688
Cuba . . . . .	6,534,593	\$205,638	296,763	7,144	79,690,517	\$2,359,959	3,977,539	96,295
Argentina . . . . .			2,070,821	49,267			17,859,038	413,977
Chile . . . . .			797,026	18,042			9,173,794	219,954
Other countries . . . . .			3,163,667	84,043			20,125,294	527,749
All other . . . . . lbs.			2,691,635	123,863			22,134,883	1,020,767
Total printing paper . lbs.	6,534,593	\$205,638	11,498,053	\$343,242	79,690,517	\$2,359,959	104,513,065	3,047,918

Printing paper remaining in warehouse April 30, 1910, \$8,894. April 30, 1911, \$9,221.



## Quantities and Values of Paper Imported from Other Countries.

	April				10 months ending April			
	1910		1911		1910		1911	
	Quantities	Values	Quantities	Values	Quantities	Values	Quantities	Values
PRINTING PAPER, FOR BOOKS AND NEWSPAPERS								
Valued at not above 2½ cts. per pound.....lbs..dut..	9,386,693	\$192,851	8,740,529	\$165,257	69,456,628	\$1,445,368	89,633,073	\$1,663,362
All other.....lbs..dut..			890,365	88,309			4,675,069	362,600
Total.....lbs..	9,386,693	192,851	9,630,894	253,566	69,456,628	1,445,368	94,308,142	2,025,962
Imported from—								
Germany.....	108,450	3,908	219,544	22,083	1,107,879	65,760	1,592,026	125,700
Canada.....	8,887,630	168,172	8,538,572	160,579	66,166,171	1,234,419	88,348,774	1,634,100
Other countries.....	390,613	20,771	872,778	70,904	2,182,578	145,189	4,367,342	265,162

## Imports and Exports of Books and Other Printed Matter.

## Books, etc., Imported from Other Countries.

	April		10 months ending April	
	1910	1911	1910	1911
Free.....	\$193,641	\$212,160	\$2,647,621	\$2,766,977
Dutiable.....	170,732	203,162	2,213,416	2,384,600
Totals.....	364,373	415,322	4,861,037	5,151,577
From United Kingdom.....	\$171,074	\$207,226	\$2,780,197	\$2,778,158
“ France.....	24,500	24,324	336,247	392,577
“ Germany.....	80,410	104,218	1,028,429	1,100,016
“ Other Europe.....	55,272	52,724	478,792	557,743
“ Other Countries.....	33,117	26,830	237,372	323,083

## Books, etc., of Domestic Manufacture, Exported from the United States to its non-Contiguous Territories, and to Panama.

	1910	1911	1910	1911
To Alaska.....	\$74,066	\$68,733	\$139,321	\$151,255
“ Hawaii.....	5,625	11,797	225,097	112,121
“ Porto Rico.....	10,614	14,393	129,676	182,303
“ Philippine Islands.....	83,090	12,666	201,860	185,607
“ Panama.....	4,425	5,165	47,862	54,804
Totals.....	177,820	112,754	743,816	686,180

## Books, etc., of Domestic Manufacture, Exported from the United States to Foreign Countries.

	1910	1911	1910	1911
To United Kingdom.....	104,305	96,156	1,194,095	1,245,646
“ Canada.....	257,214	369,704	2,792,735	3,763,763
“ Mexico.....	15,519	22,320	219,981	343,269
“ Cuba.....	17,111	21,390	178,952	175,991
“ Brazil.....	23,651	9,356	153,109	179,746
“ British Oceania.....	18,256	27,602	239,235	246,181
“ Other countries.....	107,837	131,994	888,491	1,431,754
Totals.....	543,893	678,722	5,666,598	7,386,350

## Values of Exports of Books and Other Printed Matter, of Foreign Manufacture.

Books and other printed matter. Free of Duty....	\$4,207	\$2,769	\$14,430	\$11,590
Books and other printed matter. Dutiable.....	3,938	14,073	103,075	49,417

Books, etc., remaining in warehouse April 30, 1910, \$68,536. April 30, 1911, \$69,596



# The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

July 1, 1911

The editor is not responsible for the views expressed in contributed articles or communications. Publishers should send books promptly for weekly cord and descriptive annotation, if possible in advance of publication. The Record of the Publishers' WEEKLY is the material of the "American Catalog," and so forms the basis of trade bibliography in the United States.

*"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."*—LORD BACON.

## STORE TEMPERATURES.

ONCE in a while the writer has occasion to buy a book himself. In an endeavor to get the spirit of the various bookstores in the city, as well as to place himself in the position, for the time being, of the ordinary retailer, he scatters his purchases pretty well around. He has had some interesting and instructive experiences—more of them some time later. Here he wishes merely to differentiate two local stores—and perhaps point a moral.

It has been often said, and very well said recently in a little book that every bookseller could have read, that imagination in business is one of the cardinal factors in success. To put yourself in your customer's place; to see your store, as you enter it, with his eyes; to see your clerks, not as you see them, but as they do—to do this, intelligently and honestly—means an ability to detect mistakes in your selling methods, an insight into your store's genuine merchandising efficiency, that will prove invaluable.

Perhaps you will be able then to mark upon your retail thermometer the temperature of your store; and your store's retail temperature, you may believe, is quite as important as the comfort of your customers as its physical temperature.

The writer has in mind one bookstore of acquaintance whose temperature hovers continually around the zero mark. The entrance is imposing; the plate glass of the windows glistens; the door is obsequiously opened; a formidable array of clerks await the purchaser's bidding, and, while one is attentive at one's elbow, the rest are hovering in the background; the books are displayed

in geometrical precision on immaculate shelves; table displays, with their possibility of disorder, have been strictly banned; the high ceilings and diffused lighting of the large room give an almost cathedral gloom; neatness fairly cries aloud in all the aisles and from every corner; to move incautiously subjects one to inward restraint, while to touch one of the precise rows of books displayed seems something akin to sacrilege.

Another bookstore, not more than ten miles from the first, is at least sixty or seventy degrees warmer. You do not notice that it is clean; but it evidently is, for you do not notice it is not. The door stands invitingly open most of the year, and, although several clerks are in sight, none of them so much as accosts you, unless you happen really to want something definite at once. Then, as if he had miraculously read your thought, one is at hand awaiting your order. Books? there are books all around, on wall shelves, stacked on ledges, overflowing onto centre tables, not dusty, shop-worn, dog-eared-wrapped books either. *That store always looks as though that very morning it had been completely "to rights" with brand new stock, and then all day had had such a jam of trade that it had been impossible to keep straightened out!* The ceilings are comparatively low, and generally there's a bit of sun in front, or a feeling in the store as if there were a bit there, anyway. One knows that store is dusted religiously and that there are no rubbish heaps lurking in dark corners, yet a piece of wrapping paper fallen to the floor does not seem to cause an internal cataclysm.

In short, that bookstore has a soothing intimate warmth that invites to browsing and conduces to loitering; it's an agreeable place to drop into during the lunch hour if you happen to be in business in that neighborhood, a restful place to drop into during the afternoon if you happen to be shopping thereabouts.

It's all a question of store temperature. Store I. does by far the largest business; but it would not be surprising if Store II., on smaller capital, did not make many more individual sales, a larger proportionate turnover, and did not possess a larger measure of trade good will.

*What is the temperature of your store?*

On another page is given fuller notice of the new seventh edition of the "Decimal Classification" of Melvil Dewey, the most



widely used bibliographic classification we have.

So far as the booktrade is concerned, the "D. C." is less used in this country than abroad, though, unless we are mistaken, several booksellers follow it in arranging stock, for which it is, of course, admirably fitted. Abroad, however, many dealers and publishers not only affix the D. C. numbers to all their publication announcements, but have easily adapted it to a great range of bibliographic requirement.

In purposed accord with several European countries, THE PUBLISHERS' WEEKLY is now using a slightly modified outline of the Decimal Classification as the basis of its classification of statistics of publication.

We should appreciate notice of further instances of its use in the booktrade, and will be glad to give publicity to such methods as have proved practicable.

THE sales department which attempts to judge the value of the Chicago Book Fair by direct sales is not unlikely to fall somewhat short of its expectations. Sales are going to be made—plenty of them—and the amount is increasing every year; but a large part of the sales made will not appear on order slips or sales ledgers till September or October.

In other words, the wise publisher knows that at Chicago he is sowing seed that is going to come to fruitage later in the fall in New York City, or perhaps in the buyer's home town. It's nothing more or less than a manifestation of that get-together spirit that is rapidly coming to dominate the booktrade.

Also it gives some of those exuberant travelling men a chance to work off harmlessly a little of their superfluous energy—and even travelling men *sometimes* do have superfluous energy. Besides it's vacation time; and "a little nonsense"—you know the rest. Here's to the Field Day: may it be the best ever, and may every lusty athlete entered, whether it's golf, pinochle, tennis or dinner, beat bogey!

#### REMOVAL OF HOUGHTON MIFFLIN COMPANY.

AFTER ten years' sojourn at 85 Fifth Avenue, the New York office of the Houghton Mifflin Company has removed to the new building at 16 East 40th Street, within sight of the new public library. Previously to the Fifth Avenue quarters, the firm had offices in East 17th Street, and before that—then under the name of Hurd & Houghton—at the old Clinton Hall building at Astor Place and 8th Street. That was in the days

when Lafayette Place was quite the publishing center.

Following the New York trend northward, Houghton Mifflin have this time, as G. P. Putnam's Sons did recently, taken a long jump. The new location is geographically ideal. Just around the corner from Fifth Avenue, in the center of the fashionable club and hotel district, with the New York Public Library a stone's throw to the northwest and the new Grand Central terminal almost equally near to the northeast, their new quarters will be convenient to both city and out-of-town visitors.

They have the entire sixth floor, running through the block to 39th Street, and a row of windows along the sides flood the offices with a wealth of light that in New York is a rare luxury. Facing the entrance elevators is a quadrangle of table cases given over to the display of Houghton Mifflin sets in all bindings. Wall cases display the educational and miscellaneous publications of the house, the aim being, as heretofore, to have available not only every title, but every style of binding.

Mr. Houghton's private office fills the niche on the northwest corner, while the general business offices fill most of the remainder of the space. The "library" in the northeast corner is a beautiful little reception room which will charm the book lover. Here are displayed some of the Houghton Mifflin de luxe editions and fine bindings.

Special attention should be called also to the "visiting buyer's room," where any of the trade who happen to be in town are most cordially invited to make themselves at home. Here the current publications of the house are on inspection. The shipping and stock rooms fill the rear on the 39th Street side, where the freight elevators are.

This week the office expects to be quite settled after its moving, and invites the trade to drop in and look over its new quarters.

#### NEW EDITION OF THE "DECIMAL CLASSIFICATION."

THE seventh edition of that indispensable bibliographic tool, the "Decimal Classification" of Melvil Dewey, appeared this week. This is the new edition originally promised us in 1900, but the enormous labor involved in amplification and revision has long postponed its appearance.

First published in 1876, as a slender octavo pamphlet, the "D. C." as librarians familiarly know it, has in successive editions taken on imposing bulk. Even this growth in size has hardly kept pace, however, with its enormously increasing use. Indeed, the chief feature of the long interim since the sixth edition has been its development as an international bibliographic medium.

Adopted a dozen years ago by the *Institut International de Bibliographie* at Brussels, as well as by the *Concilium Bibliographicum* at Zurich and various other learned foreign bodies, it has, through their ardent propaganda and wide translation, achieved by far first rank as a practical book classification.



The complete tables have been translated into French, German and Italian, and, more or less completely, into a dozen other languages; while the system is in daily use, not only in thousands of libraries in this country, Australia and England, but in some form in practically every country of the world.

In this seventh edition the principal enlargements to the tables occur in 020, Library Economy; 070, General Newspapers, which has been broadened to include Journalism in general; 136.7, Child-study; 355-358, Military Science; 370, Education, greatly enlarged and partially rearranged; 540, Chemistry; 610, Medicine (especially 611, Anatomy, and 612, Physiology, which have been carried out to the uttermost refinement of minuteness); 621, Mechanical Engineering, particularly 621.3, Electrical Engineering, the growth of which in classificatory detail reflects the amazing development of that subject in the last decade; 623, Military and Naval Engineering; 640, Domestic Science, here classified for the first time in the detail its importance deserves; and 070, North American History. Reflecting the growth in the tables, the invaluable "relativ index" has been consolidated and increased half again in size.

One innovation that is of exceeding practical usefulness is a lavish amount of cross-referencing between cognate and related heads in the classification, and a judicious use of explanatory notes on the specific problems of classification that arise. For instance under 070, Journalism, is a note to "see also" 029.3, Clipping Bureaus; 322, Liberty of the Press (under Political Science); 351.751, Regulation of the Press (under government administration); 396.507, Women in Journalism; 655, Printing, Publishing and Copyright; and 741, Cartooning (under Arts). Similarly again, under 646, Clothing, as a division of domestic science, one is reminded that the Ethics of Costume is 177.4; that Ecclesiastical Costume is 247.7; that Clothing as related to economics of the laboring classes is under economics in 331.83; that Bleaching and Dyeing are under technology in 667.1-3; that Academic Costume is considered under Education in 378.29; that the History of Costume is 391; while Clothes-making itself (that is, commercially) is 687; that the Hygiene of Clothing is under medicine in 613.48; while the question of the Adulteration of Textiles is 614.37. This system of cross-referencing is, as was said before, a feature new to this edition.

As the ability to classify with greater minuteness becomes more and more a matter of specialized technical knowledge co-ordinated by a central classifying authority, the list of collaborators grows. Nearly a page of the preface of this new edition is devoted by the author to his acknowledgments of this kind of help. Among the names mentioned specifically are those of R. P. Bigelow, of the Massachusetts Institute of Technology; Professor E. L. Thorndike, of Columbia; Dr. Edward S. Holden, librarian of the U. S. M. A. at West Point; Dr. C. W. Andrews, of the John Crerar Library, Chicago; Dr. Herbert Haviland Field, of the *Concilium Biblio-*

*graphicum*; Walter S. Biscoe, of the New York State Library; and Miss May Seymour, for twenty-four years Mr. Dewey's personal assistant.

#### PERIODICAL CLEARING HOUSE ATTACKED BY GOVERNMENT.

As was forecast in recent dispatches from Washington, the United States attorney in this district, Henry A. Wise, launched in the United States Circuit Court Wednesday the government's civil suit against the Periodical Clearing House and about a score of other defendants. Unlawful combination is charged, and conspiracy to restrain interstate trade and foreign commerce in magazine and other periodical publications.

Since July, 1909, it is asserted, the defendants have been engaged in an illegal combination, a dissolution of which is asked. Besides the Periodical Clearing House, those named are Doubleday, Page & Co., Crowell Publishing Company, S. S. McClure Company, Current Literature Publishing Company, Phillips Publishing Company, Harper & Brothers, Leslie-Judge Company, Review of Reviews Company, International Magazine Company, New Publication Company, Butterick Publishing Company, Standard Fashion Company, New Idea Publishing Company, Ridgway Company, American Home Magazine Company, Short Stories Company, Limited; Frank N. Doubleday, Herbert S. Houston, Frederick L. Collins, Charles D. Lanier, and George Von Utassy.

In the petition the clearing house is described as a corporation organized under the laws of New York, carrying on business in this district and throughout the United States and with foreign nations. Its offices are at No. 156 Fifth Avenue, and its authorized capital stock, par value, is \$2,000, consisting of twenty shares, of which fourteen are outstanding.

It is charged by the government that the defendants have been and are still engaged in an unlawful combination and conspiracy to restrain trade and commerce in magazines and other periodical publications. The petition says:

"For many years prior to July, 1909, the business of selling magazines and other periodical publications throughout the United States and to foreign countries was conducted in two ways: one by the publisher of each separate publication, who sold his periodical directly to the purchasers, either by single copies paid for at the time of sale or by subscription for a particular period of time, usually one year in advance of publication; the other by middlemen, who sold single copies and term subscriptions.

#### MIDDLEMEN AND AGENTS.

"The middlemen engaged in selling single copies are known in the trade as newsdealers, and the middlemen engaged in selling term subscriptions are known in the trade as 'subscription agencies' and 'agents.' During the last thirty years there has grown up in the United States a large business in



trading in subscriptions to magazines and other periodicals conducted by said middlemen. There has always been keen competition between said middlemen, as well as between the publishers of such magazines and periodicals, which has resulted in the citizens of the United States obtaining periodicals at lower prices than would obtain without such competition.

"It was the custom of the publishers to make contracts with the subscription agencies by which the publishers sold subscriptions to periodicals at prices much less than the publication price, and the subscription agencies sold these subscriptions to the general public at prices less than the publication price, but sufficiently higher than the publishers' price to the agency to allow a profit to the agency. The publishers in effect made wholesale rates to the agencies and the agencies fixed retail rates to the general public, depending upon the price of the publishers to the agencies.

"By a system of 'clubbing' together two or more different periodicals, these 'subscription agencies' and 'agents' were able to sell subscriptions to the public at prices frequently as low as one-half the publication price. By extensive advertising, circularizing, and personal solicitation, these agencies very largely increased the number of sales of many periodicals, including those of the defendants, and also furnished such periodicals to the public at greatly reduced rates. The larger dealers in subscriptions operated through many sub-agents and canvassers, to whom was given the benefit of the wholesale rate made to the agencies by the publishers.

"By reason of the varying rates given to different 'subscription agencies,' and the varying methods of producing business, sharp competition in prices of such subscriptions existed between such agencies engaged in said business.

"Prior to July, 1909, and at all times since, there have been and now are in the United States upwards of 20,000 corporations, copartnerships, and individuals who were and are engaged in producing, publishing, and selling periodicals by means of circulars, solicitors, and agents in soliciting subscribers and purchasers of their respective publications, and in distributing, by mail or express, or both, their respective publications to subscribers and purchasers, and in such business they now would be in open and free competition with all of the defendants in said trade and commerce but for the unlawful act of the defendants as hereinafter set forth.

"In the month of July, 1909, the defendants, together with the Suburban Press, Good Housekeeping Company, *Hampton's Magazine*, David H. McKinley, James S. Judd, Arthur D. Chandler, John D. Sleicher, Cameron MacKenzie, Charles E. Clayton, and Oliver B. Capen, unlawfully combining and wickedly conspiring together to destroy the competition in prices of subscriptions of all magazines and periodicals, and unduly to restrain interstate and foreign trade and commerce in such periodicals and to monopolize parts thereof, and wickedly and wrongfully de-

signing to prevent competition between the publications published by the defendants and those published by others, which had theretofore existed as aforesaid, caused to be incorporated the defendant Periodical Clearing House, under the general stock corporation law of the State of New York, and each of the defendants, together with Good Housekeeping Company, Suburban Press, and *Hampton's Magazine*, thereupon entered into a contract in writing with the defendant Periodical Clearing House.

#### NOTICES WERE IN WRITING.

"Thereafter, pursuant to and in furtherance of said unlawful combination and conspiracy, the defendant Periodical Clearing House sent notices in writing to all of the principal subscription agencies and agents in the United States notifying them that they would have to sign the contract with the Periodical Clearing House, if such agencies intended to do further business with the 'members' of said Periodical Clearing House, to wit, the defendants, together with Good Housekeeping Company, Suburban Press, and *Hampton's Magazine*. A copy of such proposed contract between the Periodical Clearing House and the subscription agencies and agents was sent with such notices. The defendants, together with the three other publication houses also notified said subscription agencies and agents that they as publishers could not do business with the subscription agencies and agents unless the contract with the Periodical Clearing House was signed by such subscription agencies and agents.

"Practically all of the principal subscription agencies and agents in the United States pursuant to and in furtherance of said unlawful combination and conspiracy, were wrongfully coerced by the defendants, together with Good Housekeeping Company, Suburban Press, and *Hampton's Magazine*, by the means aforesaid, to sign a contract with the Periodical Clearing House."

In furtherance of the unlawful conspiracy and combination, the petition continues, the Periodical Clearing House prepared a so-called "Official Price List" of magazines and periodicals, and a "Publishers' Wholesale Price List." The petition continues:

"Said printed price lists issued by the defendant, Periodical Clearing House, include about 3,000 periodicals published in the United States and foreign countries. There are published in the United States more than 21,000 magazines and other periodicals. The contracts force upon the agents required and require them to sell all periodicals not listed in the aforesaid lists at the regular publication price, without any reduction whatsoever. The publishers of many of the periodicals listed in said lists have been and are willing that the agencies shall sell their periodicals to the public at prices less than those fixed by the defendants in said price lists, but said agencies have been and are prevented by the aforesaid contracts from selling such subscriptions at less than the prices fixed by the defendants and set forth in said lists."



## SET PRICES ESTABLISHED.

Subscription agencies are prevented from selling publications not contained in the lists of prices permitted by the publishers of such periodicals, according to the charges. In the United States, it is asserted, there are seven large subscription agencies, several hundred smaller agencies and agents, and more than 10,000 canvassing agents. The petition continues:

"The periodicals published by the defendant publishers enjoy a wide popularity, and nearly every club order for subscriptions given to a subscription agency contains at least one of the publications issued by one of the defendant publishers who constitute the so-called 'members' of the Periodical Clearing House. By means of the contract, by one of the defendants constituting the so-called 'members' of the Periodical Clearing House, whose publication is sold in clubs by any agent or agency in the United States in which any other periodical is included at a price less than the price fixed by the price lists of the defendant Periodical Clearing House for such other periodical, is required to cancel the subscription upon the request of the defendant Periodical Clearing House."

The petition charges that the defendant Periodical Clearing House never had any cash capital, and that its shares of stock were issued in consideration of the contracts made by the publishers with it. In the matter of fines for violation of the contracts, the government says:

"Whenever an agency quotes a price less than that contained in the 'Publishers' Wholesale Price List,' and the same becomes known to the manager of the Periodical Clearing House, a fine varying from \$5 to \$25 is imposed. Whenever an agency refuses to give to the defendant Periodical Clearing House full information as to any prices it may have quoted for a periodical, whether it is published by one of the defendants or not, such agency is fined from \$25 to \$500, and the amount thereof is deducted from such agency's credit on the books of the defendant Periodical Clearing House."

## LIBRARIES AMONG SUFFERERS.

Agencies are prevented from making competitive bids in prices for subscriptions to periodicals to any library or institution maintaining a public reading room, according to the charges, and the libraries and reading rooms are forced to pay higher prices for magazines and periodicals than they would otherwise pay.

The petition says that all the acts done or to be done are in derogation of the common rights of the people of the United States, and in violation of the act of Congress, approved July 2, 1890, entitled "An act to protect trade and commerce against unlawful restraints and monopolies," and asks that the court adjudge that "said defendants and each and every of them, their officers, directors, stockholders, agents, and servants, be perpetually enjoined and restrained from doing

any act in pursuance of or for the purpose of carrying out the same."

The government also demands "such other further and general relief as may be proper, including such temporary or interlocutory relief by way of injunction, receivership, or otherwise, as the equities of the case may require," as well as the issuance of subpoenas to the defendants, commanding them to appear and answer the petition, and to abide by and perform such orders as the court may make in the premises.

Signers of the petition, besides Wise, are George W. Wickersham, attorney-general of the United States; James A. Fowler, assistant to the attorney-general; Evan Shelby, special assistant United States attorney, and John W. H. Crim and Felix Frankfurter, assistant United States attorneys.

## EVERY WISH TO CONFORM TO LAW.

Regarding the attitude of the Clearing House toward the government suit, Herbert S. Houston, the president, said in an interview: "If the Clearing House is an unlawful organization I am very sure that every member of it will wish to have it dissolved at once."

"It is merely an association of periodical publishers formed to aid in maintaining fair and equitable conditions among the subscription agencies. Oddly enough, it has never sought to increase prices, but has pursued the directly opposite policy of trying to avoid reductions from the regular subscription to the point of demoralization."

"We have felt that this was a legal and proper thing to do, but in order to make assurance doubly sure we took the matter up through our attorney, Frederick R. Kellogg, with the Department of Justice in Washington. An attorney was assigned by the department to make a careful examination of all of our contracts and plans. We turned over all records and everything connected with the operation of the Clearing House, and we received assurances that there was nothing that transgressed any law either in letter or in spirit."

H. W. Lanier, of Doubleday, Page & Co., said: "It has been hard in the past to determine the exact meaning of the Sherman anti-trust act. We do not think that we have done anything illegal, but if we have this company intends to correct it. The organization of the Clearing House Association was a very usual business procedure to promote good business and an attempt to carry out the law."

John A. Sleicher, of the Leslie-Judge Company, said in defense of the association:

"The Clearing House Association was organized to put trade on an even basis, and not to restrain it. It was intended to prevent cutthroat prices by agents and dealers and to make business fair for all concerned. It is just as if the publisher of a newspaper were to instruct the dealer to sell his paper for a certain price—not a combination or a cut price. That's all the Clearing House does, and if that is treason, let the government make the most of it."



## THE WOOD SUIT.

The government suit should not be confounded with the civil suit instituted last week in the New York State Supreme Court by John Thomas Wood, who does a general subscription business under the name of the Publishers' Subscription Exchange, No. 1 Madison Avenue. Wood is suing the Periodical Clearing House "conducted by members of the Periodical Publishers' Association" (an evident attempt to confuse the two bodies) as an incorporated concern. He also names individual publishing firms as defendants, and asks \$100,000 damages, asserting that they have conspired to ruin his business.

The plaintiff says in his petition to the court that for many years he has been in the business of soliciting subscriptions and general advertising, and that in the year 1909-10 his business exceeded \$60,000. He says that by the wrongful acts of the defendants they have "destroyed, wrecked" his business and prevented him from carrying out existing contracts.

He recites the fines assessed against him by the Clearing House, and states that there is \$10,060 now due him from the members of the clearing house for the subscriptions he has obtained, declaring that by means of the penalties prescribed the defendant concern not only controls the subscription rates of magazines published by its members, but of all magazines, because each subscription agent is required to submit every three months a statement of all his business and of the rates obtained.

## ANOTHER DE LUXE BOOK SWINDLE.

MRS. EMMA W. BIRD, a widow, of Boston and Salt Lake City, got permission from Supreme Court Justice Cohalan, of New York State, last week, to make John V. Coggey, receiver for the Keller-Farmer Company, a *de luxe* book concern, a defendant in a suit in the federal court against Glen A. Farmer, James J. Farmer, the Anglo-American Authors Association, Sam Rosenfeld and Sam Warfield.

In her petition Mrs. Bird said she lost \$48,000 in dealing with the defendants. She said that Glen Farmer came to her in 1909 and told her a wealthy resident of New Haven wanted to collect a set of books, and that he could get the books wanted at low prices if Mrs. Bird would finance the deal. He only wanted 20 per cent. of the profits and she could have all the rest. He said he could get the books for almost nothing from the estate of a man in Denver.

Mrs. Bird said that she gave up \$5200 on this pretext, and then Farmer told her that additional books were needed which would cost \$17,200 more and she handed over that sum. Then Warfield came along posing as the agent of the New Haven man and asked if the set was complete. Farmer said that a few books were still missing, and Warfield gave them two weeks to fill the set. The plaintiff says Farmer then told her the miss-

ing books would cost \$20,000 more, and that they would lose the sale if these books were not bought. She gave up again, and to finish the transaction Rosenfeld came along and said that two sets of books the New Haven man prized most of all were still missing, and Mrs. Bird paid \$5200 for them. Then she found that nobody wanted to buy the books at all.

## AMERICANS CAPTURING BRITISH COLONIAL MARKETS.

THE marketing of Colonial rights presents some extraordinary facts, says the English *Author*, and referring to the British colonies. Although the Colonial markets are vast and growing larger every day, yet the sale of English books in all the Colonies put together seldom reaches the amount of copies sold in England. We pointed out how dangerous the American book agent had proved himself as a competitor in Canada and Australia; how he usurped those markets and, naturally, pushed the sales of the works of American authors. It seemed that there were two main causes for this result: (1) the lack of enterprise on the part of Colonial publishers, who wait till the books are brought to them rather than make an effort to secure the Colonial rights for themselves direct from the authors; and (2) the lack of enterprise on the part of English publishers who, snatching every right they possibly can from the author, neglect to market those rights to their full extent, caring little for the author's reputation and prosperity so long as they recover the money they have put into the book, and turn over a fair percentage.

The publishers naturally repudiate these statements and try to explain the labor and expense to which they are willing to go to obtain a sale in the Colonies.

To show how true our conjectures have been we relate with some chagrin the experience of a member of the society who has taken much interest in these issues. Last year he published a book and gave the American publishers the Canadian rights: the latter copyrighted the book in Canada, and, although the sales in that country were, he confesses, not enormous, the American publishers sold more than the English publishers could sell in England. He did not transfer the Australian rights to the American publishers, although they asked for them. An Australian jobber sent to the American publishers an order for seven hundred and fifty copies which, of course, the American publishers could not fulfil. The author concludes with some bitterness: "The net result to me is that by upholding the English publisher I have lost not only some small return in royalties, but, what is more important to me, the excellent opening in Australia along with the chance of becoming better known to the public there."

The conclusion seems clear that it may become worth the while of English authors not only to secure the American copyright, but to transfer to the American publisher the Aus-



tralian, New Zealand and Canadian rights. Though we should desire all authors to be patriotic, yet it is asking too much of them at the same time to give up a great portion of their livelihood. Our correspondent informs us that the American house, besides giving over the English rights in the illustrations done by a well-known and expensive man, also offered, as a gift, the complete stereos of the same.

Cannot the English publisher really put some more energy into the Colonial markets, which, though they may not pay him in 1911 or 1912, may, if fairly dealt with, bring him in his largest circulation in 1920.

Unless by that time the United States are dealing with all the Colonial markets.—*The Author.*

### PLANNING THE MANUFACTURE OF A BOOK.

A SUCCESSFUL author recently, in an essay, in which he tells of the methods of work, remarks that in writing a story, there is nothing it is so important to know from the beginning as the end. This observation applies, says a writer in the *Progressive Printer*, just as strongly to the planning of the book's mechanical details as it does to the planning of its literary contents.

Wherever it is possible to do so, the printer should have the entire manuscript in his hands before beginning to plan. This should include, not only the text, but the front-matter pages, and whatever appendix matter is to be used. It is usually impossible to include the index, as this is made from the final proofs, but if there is to be an index, the fact should be known in the beginning, in order that proper allowance may be made. The first process necessarily is to make an estimate of the number of letters that the manuscript contains. It is better to estimate the number of letters in a manuscript than the number of words, for words vary greatly in length in different classes of manuscripts. A scientific treatise for example, containing 300,000 words, and employing many technical terms, will often set out sixty or seventy pages more than the manuscript of a novel containing the same number of words. It takes no longer to estimate the number of letters than it does the number of words, and the result will be much more accurate. The manuscript should be gone over very carefully, page by page, and the number of letters determined in each chapter. If the copy, as often happens, is a mixture of typewriter, reprint, and manuscript, each kind of matter should be estimated separately. Notes and extract should also be estimated separately, so that the final result gives the exact amount of each kind of matter in each chapter.

The next matter to consider is the specimen page. Knowing the size of the manuscript accurately it is easy to determine whether to adopt a large and compact type page or a small and openly leaded one, whether to make a one or two-volume publication, and to settle other questions of form. A book of reference, for example, not meant

for continuous reading, could stand a solid page of small type, while an *édition de luxe*, or a work of fiction, would demand a larger type-face, or a more openly leaded page. The page should also be considered in connection with the paper to be used. Hand-made paper, which is often used in fine editions, is obtainable only in certain sizes, and usually small sizes. Where it is to be used, it is well to let the paper determine the size of the type page. In ordinary books there is more latitude possible in the selection of paper, although even here it is best to plan the type page to fit some stock size of paper. It is of course possible to have special sizes of paper made to order, but it is not economical to do so, except for a large edition and where there is time enough to allow for its manufacture. The nature of the cuts to be employed will have a bearing on the paper question also. The weight of the book is another consideration. A book printed upon coated paper may be unpleasantly heavy, aside from being trying to the eyes. Where two kinds of paper are employed for text and cuts, they should be matched for color. A blue-white text paper with cut paper of a yellowish tone, for example, is not desirable.

The type page is the next thing in order. Care should be taken to avoid the mixture of two series of type faces, and especially to avoid the inexcusable blunder of a mixture of an old-style and of a modern-face in the same book. A modern roman, with its sharply-defined hair-lines, and its prim and formal cut, is suitable for scientific works, text books and the like, while the old-style faces are generally to be preferred for works of fiction and other publications of a less formal nature.

Some of our leading "typotects" have adopted the very sane and consistent rule of making the typographical treatment suggest the period in which the book was written, or of which it treats. Following this plan, a novel of the Colonial period for instance, would be set in the Caslon series, while a work treating of French or Italian life of the early nineteenth century might be set appropriately in a modern face, first made popular by Bodoni or Didot. The important thing to remember is that when a type face has been selected, it should be used throughout the book, in headings, notes, extracts, title-page and binder's dies. Even the embellishments and ornaments, if any are used, should suggest the type used in their treatment. The type face used, moreover, should be as large as possible for the sake of legibility. The practice of using a small type with extra wide margins is to be condemned as in bad taste. On the other hand, it should be remembered that leading helps legibility, and it is better to set a page in eleven-point leaded than in twelve-point solid. In general, type should be proportioned to the page, that is, big books ought to be set in big type.

The size of the type page should depend upon the paper and upon the nature of the work. An *édition de luxe* will require a larger margin, and hence a smaller type page



than will a book of reference, where much must be sacrificed for compactness. Generally speaking, the length of a type page should be such that its diagonal length is about twice its width.

Ideas in regard to margins vary from those of the enthusiasts who refer to "a neat rivulet of text meandering through a meadow of margin," to those of the hard-headed commercialist, who regards any margin at all as merely a waste of good white paper. The use of extremely wide margins, often at the expense of legible type, is, to say the least, absurd, while on the other hand, a beautiful type page may be ruined in appearance unless it has a proper setting of white margin. One very good rule is to make the front margin a little less than the sum of the back and the top, and the bottom about equal to the sum of the side and the top. The back margins of two facing pages should together appear to equal the front margin. Since the book does not open clear to the sewing, the two back margins on an opening will appear narrower than they actually are. When a book is to be stabbed, considerably more back margins must be allowed. Half-titles, copy-right and dedication pages and the like, containing only a few lines of matter, should be made up about an inch above the center of the page. Where they are made up exactly in the center, they will appear to be below the center in the finished work. For the same reason, it is cheaper to sink chapter heads only about an inch. This sinkage, taken in connection with the top margin, gives the appearance of plenty of white space at the top, whereas if the page is sunk twelve or fourteen picas, after the style of the good old-fashioned methods, the top margin is too wide, and the type-page appears to be too low.

#### THE OFFSET PROCESS.\*

THE offset process is strictly a lithographic process. In order to work it successfully a man must either be a lithographer himself or he must hire a lithographer. Almost any man can saw a board and drive a nail, but if you are going to build a house, I advise you to hire a carpenter. By the same token if you are going into the lithographic business, by all means hire a lithographer. Then, before you get your establishment all pieced up, start a lithographic department and keep it separate from the type department. In this way, and only in this way, you will be able to locate your trouble readily—and you will have trouble all right. This will also enable you to tell just where the profit comes from, if it comes at all.

It is just as impossible to print a type form on an offset press as it is to print from a lithographic stone on a type press. There-

fore in order to utilize an offset press in a type shop you must arrange to have the type forms transferred to the metal plate of the offset press. The lithographic transfer, to a very large extent, holds the same position that the typographic "make-up" or "stone hand" holds. He gets the job ready for the pressman to print. He takes the engraving—if it is an engraving that is to be printed—pulls a proof of it with greasy ink on transfer paper, which is a damp paper coated with a solution of glycerine and starch, lays it face down on the metal printing plate and pulls it through a hand transfer press. This leaves an impression on the printing plate, which, with a little manipulation, is made ready for the pressman to print from.

In the case of a type form to be printed on an offset press he must of necessity reverse the transfer in order to make it appear properly, in the position, on the printed sheet. Otherwise the impression would appear reversed on the sheet so that no one but the printer could read it. The transfer is reversed by pulling a proof of the page to be printed, using transfer paper, placing a clean piece of the same kind of paper on the printed side of the first proof and again running it through the transfer press. The last proof is put down on the printing plate for the press.

At least one typefounder has taken the offset process so seriously that a series of so-called "offset type" has been made and put on the market. This type is reversed from the ordinary type, so that when a line of it is used on the offset press the transfer goes down on the metal plate in the positive. The impression then taken on the rubber blanket is, of course, in the negative, and the printed line on the paper is properly in the positive. This type is all right so far as it goes, but it does not go very far; for instance, when you set up a stickful of it you have to take it out on a galley and reverse each line, putting the last line first, etc. It is often remarked by compositors, in speaking of this kind of type, that all that would be needed in order to use it handily would be a left-handed compositor with a left-handed composing-stick.

One thing that should be remembered by the type man who puts in an offset press is that there is, or should be, no such thing as a "press proof," for while it is possible to correct a mis-spelled word after the job is on the press, there is more work connected with it than to simply unlock the form, pick out one letter and insert another. Your proofs and revises have all got to be attended to before the transfer is made, otherwise it will be cheaper to correct the type form and make a new transfer.

While an average offset press will run three times as fast as an average type press, it will be readily seen that there is no economy in it where the runs are short and the jobs ordinary ones. The extra expense of the transfer alone precludes the possibility of making any money running ordinary type forms with short runs on an offset press. A fairly good lithographic transfer earns about twenty-five dollars a week of forty-eight hours. You can figure that as a fixed

\* Some extracts from an address by Warren C. Browne, editor of the *National Lithographer*, before the New York Club of Printing House Craftsmen. Though primarily intended for printers, this explanation of a process still not very well known to the book trade, and the suggestions of the practical difficulties the printer faces in using it, should be of interest.



expense in addition to the regular cost of turning out work in a type shop on an offset press. A good lithographic pressman earns very little more than a good type pressman—so you break about even there. Offset presses are usually fed automatically, so that doesn't enter into the calculation to any great extent.

It now comes down to the question of seeing whether it will be possible to turn out enough more work by the new process to make up for the difference in cost. One thing you may be sure of, and that is unless you have work enough to keep the press reasonably busy week in and week out you are going to lose money rather than make it. When a transferrer has no transferring to do he cannot put in his time sorting pi or distributing type. He simply draws his salary and his breath. You don't dare to lay him off because when you do want him you want him mighty badly.

Now let us look for a moment at the offset press that is installed in a type plant where the work is a little above the average, where long runs are the rule and where duplicate jobs come in frequently. What will the offset do in such a shop?

When it comes down to fine printing there is really no comparison between the work of the offset press and the work of the type press. I have seen a first-class type pressman take two whole days in which to make-ready a sixteen-page form of catalogue work. I have seen the same kind of a form put on the offset press and the run started within one hour from the time the plate was handed to the pressman, and when the finished product of the two presses was compared even the type pressman had to acknowledge that the work of the offset was far superior. The cost of operating the two presses was practically the same, hour for hour, and the offset turned out three times as much work as the type press did. This statement makes it look, on the face of it, as if the offset process was far and away the best and the cheapest for the type printer, but before jumping to this conclusion let us look for a moment at the preliminary conditions. If the job is a catalogue of which twenty-five thousand are to be printed, and the pages are full of fine cuts and a first-class job is wanted, you may take it from me that the offset press is the press to print it on; but if, on the contrary, there are some elements of cheapness about the work, and there are only a few thousand copies, it will never pay to put it on the offset press, because while the transferrer is putting down his transfers and getting his plates ready the type pressman will have his job off and another one on.

You are now probably wondering why, if an offset pressman can get the run started in less than an hour, it would not pay to put a run of 2500 or less on that kind of a press. It is this: A type job has got to be made ready on a type press before it can be successfully transferred to a zinc plate. The best way to do this is to take a single page at a time, put it on a Gordon press and make it ready until every line shows up on a sheet

of French folio. Then the transfer may be pulled and put down.

Now let us take a catalogue job that is large enough to call for two or more extra sets of electrotypes, has to be made ready carefully and has a lot of fine half-tones in it. After the type is set and the pages made ready for the electrotyper, a photo-lithograph transfer can be made just as cheaply as an electrotype can. From this photo-lithograph you can pull just as many transfers as you require, and the photo-lithograph transfer can be put away for future use if desired, and it takes up very little room in the vault or other storage place. On work of this kind the offset will pay for itself in a reasonable length of time.

Another point is this: Where a job is likely to come in again you can save the printing plate just as long as you want to, and if the order comes in to duplicate the job you can get out the plate, get it on the press and begin the run within an hour from the time the order is received. On re-orders of this kind there is no make-ready of any kind, and the amount of money tied up in the plates is small compared with either electrotypes or type matter left standing.

This does not mean that if the job is not an exact duplicate you lose your plate, because it is just as possible to correct or alter a job on a metal plate as it is on a stone, but in either case it is, of course, more difficult than to make the same correction from a type form.

Every once in a while you come across a man who wants a book, booklet, pamphlet or something of that sort printed on writing paper or a hard bond. There would be more of these jobs if it were not for the difficulty of finding a printer who would do the work at a reasonable price. This kind of work is easy for the offset press. The harder and rougher the paper is the better it seems to print. The man with the offset does not have to stop and ask what kind of paper is to be used. Any old kind of paper is good enough for the offset press.

There is one kind of work, however, that has been done on offset presses to some extent lately that will make the process popular with the type printer as soon as he tries it. It is what may be called "ruled blanks." Where a ruled blank is to be printed on an offset press only the type part of it, the box headings, etc., is set up and a transfer is put down on a zinc plate and etched and made ready for the press. Then the transferrer takes an engraver's needle and scratches in the rules on the plate. That is a short and easy job, and the beauty of it is that the longer it runs the better it prints. There is no wear out to those kind of rules. A reasonably good transferrer can cut in the rules on a job of this kind while a compositor is taking the brass rules out of a rule case, or the man with the ruling machine is getting his pens set.

Of the rubber blankets used on offset presses, there are many kinds. Some are imported and some are made in America. So far the imported blankets seem to be the best, but American manufacturers are putting in a



lot of time trying to perfect their offset blankets, and if we can judge the future by the past, some of these days an American blanket will be produced that will beat them all.

Plates for the offset press may either be of zinc or aluminum. The former has the call at the present time, and there are probably one hundred zinc plates in use to every one of aluminum. All offset plates have to be grained—or made slightly rough—before being used. This is accomplished by the use of fine sand, marbles and water, and may be done by the owner of the press, but the most satisfactory way is to buy the plates from the manufacturer, who has made a study of the preparation of them, and who is working at it all the time.

When the offset process was first introduced it was commonly supposed that any lithographic ink was good enough, but it did not take a great while to demonstrate the error of the idea. It was soon discovered that a great deal of the trouble came from the ink. In order to print successfully by the offset process an ink must be used that is extremely short and dense. Short, because of the speed of the press, which is such that ink that is not short will pick and pull. It must be dense because it must print twice for each impression—once from the plate to the blanket and again from the blanket to the paper. The best offset ink is none too good, and the price cuts very little figure, because by this process a minimum of ink is used anyway, and mighty little wasted. Most of the manufacturers of lithographic ink have devoted considerable time to the question of offset ink, and there should now be no trouble in getting suitable ink for the process.

#### SCIENTIFIC MANAGEMENT—CAN IT BE APPLIED TO THE PRINTING INDUSTRY.

THERE is not space here to enumerate examples of the results of scientific management, but from what has been accomplished in the metal trades, in brick-laying, and in other widely diversified industries, it would seem that equally great economies would follow its introduction into printing offices. To see if this is true, let us take a job of some kind and trace its course from the time the copy is received until the work is completed. Should the copy of the text be turned over to the compositor as received, or should it be edited first? What is the most economical method of handling the copy for advertisements? Should all advertisements be designed before being sent to the workroom? If so, what is the best form of layout, how much detail should it include, what should be left to the compositor's judgment?

Next let us consider the composition—what should be set by hand and what by machine. Does the hand compositor use the fewest possible motions in setting type? A careful study of this problem would perhaps result in an increase in speed nearly as great as followed the use of scientific management in

the laying of bricks, for in their broader aspects the two trades are not unlike. A consideration of this question gives rise to other interrogations. Are the letters in a type case correctly arranged, or only approximately so? Is the type case the proper distance from the floor? How much light should a compositor have, and from what direction should it come in order that he may produce a maximum output? The temperature of the room is also of importance.

The copy for composing machines is usually handled in a less haphazard manner than that for hand composition, but here is also room for improvement. Would it be possible to standardize the size of sheets on which copy is written? To insist that it always be typewritten, using a black ribbon and white paper, and that the sheets be  $8\frac{1}{2} \times 11$  inches in size, or whatever dimensions were found the best? By returning all manuscripts not prepared in this manner editors could do much to bring this about. The speed of composing-machine operators should be investigated. Why should one operator produce 8000 ems an hour with ease while another has difficulty in maintaining an average of 2000 ems an hour?

Take the operation of locking up a form. Practice is not uniform in any two composing rooms, nor seldom in any one office. Usually each workman follows his own training or inclination. Can not science step in and tell the printer how chases, furniture, quoins, etc., should be arranged in relation to the imposing stone so that a form could be locked up in the fewest possible motions?

Let us follow the form to the pressroom. A certain result is to be achieved in printing it. Just as in a machine shop under scientific management, the work determines the kind of machine to be used, its speed, depth of cut, etc., so there is just one way to make ready and print this form. No matter what it is, or the character of the work, it would fall within some category which would determine the press, ink, time required, and kind of make-ready. These factors could be translated into a mathematical formula and a slide rule would instantly designate the speed at which it should be run. All this would necessitate the investigation of other things—the ingredients and mixing of inks, the constituents of paper, rollers, etc. Of course, the temperature and humidity of the pressroom, light, power, design of the presses, etc., would also have to be studied.—*Condensed from The Printing Art.*

#### BOOMING BOOKS.

"THE actual publisher's publicity man," says a writer in the *New York Sun*, speaking of some of the methods that help sales and some schemes that won't do, "is generally a man just out of college. His business is to send out notes to overworked reviewers; nine times out of ten he enthuses to such an extent that he defeats his own end.

"I read such and such a book," wrote a critic to me once, 'because it is the only one about which you have never written me a



ter.' I had learned the lesson of not over-enthusing; that kills.

"The first essential to the literary agent is nothing more than a news instinct. He's got to find some way to get beyond the book column. That column has its own clientele, and he doesn't have to work to get their attention; what he wants is to cross over and get hold of the general readers. This work lies outside the mechanical reviews or notices he sends out regularly to the names on his list.

"Something alluring always counts for more than quantity. You might get columns of newspaper space filled and not excite enough interest to sell a book. But it must be straight goods; any kind of trickery doesn't go. I remember a man who came to me with a brilliant scheme for advertising a book, so he thought. It was a book on socialism, and he thought that for a consideration of \$100 he could arrange to have a suicide discovered at the morgue with a copy of this book clutched tight in his hand. There's nothing to trickery of that kind. Try to find something alluring but legitimate, something to tell the busy man or woman that here is a real quality of human life—in book or in author.

"An exploded theory is that which used to cause many books to be sent out to ministers—'suitable books.' The recipients always put the books in their libraries and that was the last heard from them. Another worn out trick is that of advertising the time-ly or the occasional novel, the novel about Wall Street or about something else.

"I don't think people are much interested in what kind of breakfast food an author eats. A fact that a man like Arthur Rackham, who could illustrate 'Alice in Wonderland' and 'Rip Van Winkle,' as he did, was formerly an insurance agent seems to interest them. Whether knowledge of the fact helps to sell these books I am doubtful.

"The publicity man must himself write out many articles and send them out to the provincial papers. But besides the newspaper channels there are others. Sometimes the most promising have the least results.

"For instance, take a book like 'In the Border Country,' by Josephine Daskam Bacon. Two hundred and fifty copies of this were sent to as many suffragists, together with an interview with Mrs. Bacon entitled 'Genius or Twins,' in which she said she would rather have her children be great painters than be one herself. A facsimile of the interview was sent to the book dealers; but out of it all came a sale of only 1800 copies, and that with a good book by an established author. I'm inclined to think that the trouble was it was too much built up; the publicity business must be all straight goods."

A few years ago a publishing house out toward the West took notice of the methods of the theatrical press agent. Soon after other publishing houses the country over were taking notice of the Western concern. They had to, because such a wide sweeping movement for publicity had never before been dreamed of, much less attempted. This

concern spent large sums of money to secure publicity, all to the scandal of its more conservative competitors. Much of the money was wasted, but that much of it did good is evidenced by the fact that the press agent job is an important one in that house to-day, as indeed it is in every house that publishes books.

Every publishing house has its publicity department, which looks after, tabulates, furnishes or prepares all regularly paid advertising matter, all publications sent out for critical review, material for the so-called literary notes, matter of a more or less personal nature concerning the authors, their methods of work, their mode of life into varying details and printed matter for circulation among book dealers and prospective purchasers. This has all come to be within the last score of years and has reached its present scientific working basis only very recently, say within five or six years.

When Dickens achieved his popularity he had no press agent to back him up, sending timely items to the press on the eve of a new publication to tell how the author always wrote his four hours a morning after a tramp over adjacent picturesque country—photograph showing tramping author in action accompanying—or to relate anecdotes of how the author got into a dispute with a French waiter over a cup of coffee, and so on *ad infinitum*.

Dickens had to wait until the people read his books and talked about them, before he could hope for his name to be generally understood and known. There was no skilled playing on timely issues being always on tap for him. The best he could do was to do for himself; so he went out on lecture tours as widely scattered as possible, that the maximum number of auditors might be reached, and was his own press agent.

Thackeray did the same thing, as did Arnold. The days of the old lyceum were in large part the days of compulsory advertising.

Lecturing and mere talking were not always enough to make individual names stand out sufficiently; personal peculiarities had to be made much of. If natural, it was well to cultivate them; if non-existent, it was necessary to acquire them. "Fuzziness" became a regularly expected literary adjunct. "Fuzziness" has held its own well too, even with the advent of modern publicity methods. Who has heard of Marie Corelli and not heard of her numerous swathing veils? Or of Hall Caine and his queer dress and queer habits? Or of Bernard Shaw, who, judging from his personal success in this line and as a side issue at that, would speedily become the prince of all press agents, would he but invade the field, for he knows how to gain the public eye and ear.

Even in the present day there are authors without end who do not mind following in the steps of Dickens in this regard, but in the days of Dickens there was no other way. It was probably not as much a question with publishers that the point was beneath their



attention as that it never occurred to them that they would take it up.

Take for instance the house of Harper's, which is a hundred years old. It booms its authors, new and old—and booms them regularly, and has done so for some few years now; but it has held some world-distinguished names on its lists which it never thought of booming personally. And there are any number of firms just as conservative, which have come under the laws of the revolution.

It would be difficult to put finger on the moment of inception of the revolution, to say just when or why or how it started. But the whole business of advertising as it has developed and invaded all fields, forms the large background—scientifically premeditated, put into execution and carried out. But the theatrical press agent gets the credit for being the father of all press agent work. And the theatrical press agent is not yet so old that stories are not to-day being told of how he began operations in days not long gone by.

Theatrical press agents and their ways are now an old story. The literary press agent is neither so old nor so versatile. Probably he never will be the latter, for the realm of literature has certain traditions of dignity which must be upheld. This, however, only makes the publicity man's job the harder.

He has got his business down on a pretty solid basis, however. From the cradle to the grave his author's life and work is in his hands, carefully pigeon-holed in the four divisions mentioned above, for critical review, business circulars, paid advertising and news gossip. If the new author played left tackle in college, good; if his father was kidnapped by Indians, better. If the new young authoress's mother is a suffragist, the press agent's way is shown him; if she is a Southern girl from an old family and fond of raising chickens, it is shown him again.

As for the old established author, all he has to do is to maintain the traditions belonging to him; if he has hunted periodically in the Rockies, or globe trotted, it is his duty to keep it up—or find something better—for the press agent's sake. The latter blesses "color" when it comes to him. The man who walks across China and then writes a book about it is a joy to his heart. The book may or may not sell, but the press agent has fertile ground to work on.

Some publishers maintain that the institution is not a paying one; that the personal paragraphs may be read, but that they don't sell books; that the average reader does not care how Author So-and-So drinks his tea, or gives his dictation, but that the most potent thing is for him to hear some one in whose judgment he has confidence say that So-and-So's such-and-such-a-book is a good one, read it.

These conservatives maintain that the only telling factor in selling books is talk in the right direction by the right people. Still they too are in line with their organized, systematized, hard working publicity department. There is scarcely a house which cannot, on

short notice, furnish material of almost any nature relating to its authors. One large house, not long ago, had three requests by telegraph in one week for photographs of authors. Such requests by letter are daily.

The successful press agent is the one who "does not seem"—the one who cleverly masks his job under a covering of real genuine interest. Although paid advertising is a part of the business and as such has its own part to play, all the rest to be effective must have the interesting feature overshadow the advertising.

The press, the country over, has come to depend more and more upon these "literary representatives of the publishers," to use the most imposing phraseology. With the exception of five or six cities, the newspapers of none maintain regular literary departments which pretend to keep in personal touch with all the literary output and its avenues of kindred interest. To these papers the "literary representatives" are indispensable. Even whole reviews are regularly clipped, the actual book either not being at hand or there being no time to read it.

#### COPYRIGHT NOTES.

A NUMBER of copyright decisions, made during the spring by various United States Circuit Courts, and not given notice in *THE PUBLISHERS' WEEKLY* at the time, are here collected for reference. Several of them touch on interesting points of the copyright law.

#### INFRINGEMENT OF COPYRIGHT IN COPYING CITATIONS.

IN the case of *White v. Bender*, Judge Ray, in the U. S. Circuit Court in New York, on April 12, 1911, denied an injunction on the ground that the law book author may copy the citations of a prior author, if he examines and verifies the cases cited and may use them in the same order and with additions or subtractions. Failure of such an author, whose citations are the same as the prior author's, to cite other existing cases on the same points, is evidence of copying, as is his omission to note overruling or reversal of cases cited by both, or to correct errors appearing in the prior author's citations. A law book publisher will not be temporarily enjoined as for infringement of a copyright, where it does not appear with certainty that so much has been taken from the prior book that its value is materially diminished or that the later book will supersede the other through infringement and where the publisher is responsible.

IN *Frank Shepard Co. v. Zachary P. Taylor Pub. Co.*, it was held in the U. S. Circuit Court in New York by Judge Hazel, on March 15, 1911, that wherein a suit for infringement of a copyright on published annotations or citations of judicial decisions, the record contained a list of 138 errors or inaccuracies, fairly shown to have been first published in complainant's copyrighted book and reproduced in subsequent issues, consisting of faulty pagination, incorrect number-



ing of volumes, and improper omission of citations also contained in defendant's works covering the same field, complainant established a *prima facie* case of infringement under the rule that, when a close resemblance is a necessary consequence of the use of common materials, the occurrence of the same errors in the two publications offered one of the surest tests of copying and suggest such a cogent presumption of copying by the later compiler that it could be overcome only by clear proof to the contrary. The whole publication was therefore enjoined, subject to the defendant's right to move for permission to publish such portions of the work as may be shown not to have been copied. In such a case of unfair use, it may be fairly presumed that the compiler made use of more than appeared on the face of his work.

#### RIGHT OF RENEWAL.

In line with the decision of the Attorney General (P. W., July 9, 1910), it was decided in the case of White-Smith Music Pub. Co. v. Goff, in the U. S. Circuit Court in Rhode Island, by Judge Brown, in 1910, that the right of renewal was vested only in the author, if still living, or widow, widower, or children, if the author be not living, or the author's executors, if they be not living, or in the absence of a will, his next of kin, and not in the proprietor of the copyright. The decision refers to the "difficult" question whether the proprietor of an unpublished manuscript who had the right to publish at will, under copyright protection or not without regard to the author, could obtain the renewal term, or whether, if copyrighted, the work could be reclaimed through renewal by the author or kin after the twenty-eighth year. "It may be well to remember that the copyright law does not grant the original right of publication, but only serves to make exclusive rights which previously existed . . . The copyright statute is concerned, not with the creation of original rights of publication, but with making exclusive rights originating in the familiar principles of private property. The author of an unpublished book or musical composition by virtue of his proprietary right, may assign his property and confer his rights upon another. If he has done so, then a statute, subsequently passed, which should create in the author, the assignor, or in any third person, a right which would destroy the previously conveyed right of publication, would be open to serious doubts of constitutionality. . . . Section 24 provides that the 'copyright subsisting in any work may be renewed and extended' if the proprietor's term expires in 28 years, and a new term of 28 years is granted to a third person, to the exclusion of the proprietor, it is an unusual use of language to call this the renewal or extension of the copyright subsisting. A copyright implies a person in whom the right resides, and the act apparently contemplates continued protection of an existing right, rather than the creation of a new and inconsistent right, springing into effect 28 years after the original registration. . . . Even

though such new and inconsistent right exists, this would not extend the right of the proprietor, since, whatever may be the renewal rights of authors, the statute grants only limited rights of renewal to a proprietor."

"The statute is peculiar in that it does not provide that in case of the decease of the author the renewal right shall follow the ordinary rules of law in case of testacy or intestacy, but designates beneficiaries who take the right directly from the statute."

#### PATENT VS. COPYRIGHT FOR A DESIGN.

In the case of De Jonge & Co. vs. Breuker & Kessler Co., decided in the U. S. Circuit Court in Pennsylvania in 1910, it was held through Judge McPherson that a small painting in water colors, described as "Holly, Mistletoe and Spruce," which were arranged in the form of an open cluster in a square, and intended for use as a design for fancy paper to cover boxes and other articles for the holiday season, that such a work was artistic in thought and execution and could be copyrighted. "A reproduction would certainly not be a 'label,' and, while no doubt it might be a 'print,' and might with propriety be regarded as 'designed to be used for [an] article of manufacture,' it could with equal propriety be described as a 'pictorial illustration or work connected with the fine arts,' . . . and therefore it could not be definitely assigned for the present purpose either to the fine or to the useful arts, until the author or the owner decided under which statute he would protect his property." But there could not be protection under both acts.

In this case twelve complete copies were so lithographed as to form together a harmonious whole on one sheet. The court held that each separate copy should have had the statutory notice affixed and that one notice on the sheet was not sufficient. The plaintiff having copyrighted the work, "attempted to reproduce it as if it had been patented as a mere design, and has naturally got into a fatal difficulty." The bill was dismissed at the plaintiff's costs. [182 F. R. 150.]

#### PIRATED MATTER MIXED WITH ORIGINAL MATTER.

In Park & Pollard vs. Kellerstrass, in the U. S. Circuit Court in Missouri in 1910, it was held through Judge Phillips that where a publication evidently infringed parts of the complainant's work, intermingled with other matter which did not, the entire publication should be enjoined. Although the restraining order could only apply to the portions which were piratical, it was held that these were so interwoven and combined that the court could not be asked to separate the material which appropriated the language, "*ipissimis verbis*" of the complainant's book and in other instances appropriated the thought and suggestions of the complainant after such a fashion as to leave little doubt that it was imitative, and with studied effort, by transposition and rearrangement, sought to conceal the fact of such imitation and appropriation." Only when the defendant had made the proper,





AN ENGLISH BOOK DISPLAY.

American booksellers are not alone in enterprising advertising methods. To the *Publishers' Circular*, London, we are indebted for the accompanying picture of the window display and sandwich man of Cambridge, the Birmingham, England, bookseller. It appears that Jeffery Farnol, author of "The Broad Highway," the novel advertised, formerly resided in Birmingham.

complete erasures could be heard as to a modification or restriction of the decree. [181 F. R. 431.]

#### POSTAL MATTERS.

##### BOURNE INTRODUCES PARCELS POST BILL.

A HALF-WAY parcels post bill, establishing the same post arrangement within the United States that now applies between this country and a number of foreign nations, was introduced in the Senate last week Friday by Mr. Bourne, chairman of the Senate Committee on Post Offices and Post Roads. The bill would reduce the fourth class rate of 16 cents to a parcels post rate of 12 cents a pound,

and increases the single package limit of size from four to eleven pounds.

The Postmaster-General is authorized and required to establish and enforce rules and regulations which will give the people of the United States rights and privileges in the use of the United States mails as liberal as the rights and privileges the United States accords to the people of the most favored nation.

##### POSTAL SAVINGS BANKS IN LARGE CITIES.

THE several hundred savings banks already in operation in small towns have proved so successful that it is announced that postal savings banks will be opened soon in New York, Chicago and Boston.



## OBITUARY NOTE.

JOHN H. THIRY, formerly for many years a bookseller in New York City, died last week Friday in Long Island City at the ripe age of eighty-nine. Born in Belgium he came to America in 1859. He started as a bookseller in a small store in Canal, near Centre Street, and later opened two other stores. In 1868 he moved to No. 730 Broadway. Five years later he sold his business and went to Long Island City to live, buying large tracts of land which since have increased in value greatly, giving him a moderate fortune. Mr. Thiry, who was known also as the father of the school savings bank system, was confident he would round out the century. He always said he had three separate existences. His first period was from his birth to his retirement from business because of ill-health. His second period was when health was restored by living close to nature and digging in his garden. This period closed when his wife died and he became old and feeble, but in 1900, when he was seventy-eight years old, he married Miss Margaret O'Connor, twenty years old, and as a family of five children came to him he took a third lease on life.

## PERIODICAL NOTES.

THE Periodical Publishers' Association of America held its annual convention and dinner at Briarcliff Manor last Wednesday. After the business session the day was given up to sports and closed with a dinner at which there were fifty members. W. W. Manning, of *McClure's*, won first golf prize, and E. J. Wheeler, of *Current Literature*, the second. E. S. Moore, of the *Ladies' World*, won first prize at tennis, and William McKinnon, of the *Pictorial Review*, the second.

WILLIAM RANDOLPH HEARST has bought the old Durland Riding Academy block, New York City, bounded by Broadway and Central Park West, Columbus Circle and 61st Street. It is understood that the property has been acquired as a site for the Hearst newspapers and will be improved in the near future with a mammoth skyscraper, at least forty stories high and costing five million dollars. The plot cost two million dollars. Mr. Hearst already owns much other property in the neighborhood.

## LITERARY AND TRADE NOTES.

"PAPER-BAG COOKERY," by Soyer, the famous London chef, the advance notices of which have aroused great interest in Great Britain, will be published in America by Sturgis & Walton Company.

"THE FOLLOWING OF THE STAR" is the title of Mrs. Florence L. Barclay's new novel, which the Putnams will publish in October. This full-length book—a Christmas love-story—will be the only novel by Mrs. Barclay to be published in book form in 1911, and will probably rise to the front ranks at once. "The Rosary" and "The Mistress of Shenstone" are still at the height of their popularity.

ALFRED OLLIVANT, author of "Bob, Son of Battle," and many other successful books, has written a new novel entitled "The Taming of John Blunt," which is to be brought out in September by Doubleday, Page & Co. Returning to the characters of "Robert Elsmere," one of the early novels on which her great fame is founded, Mrs. Humphry Ward has written a new book, to be brought out in the fall by Doubleday, Page & Co., entitled "The Case of Richard Meynell."

L. C. PAGE & COMPANY, Boston, announce for July 1 publication two important new novels. The first, a sparkling "Zenda" tale, "The Red Fox's Son," which follows the career of a dashing young American doctor in picturesque Bhabazonio, a province of the Balkan Peninsula, by Edgar M. Dilley, a well-known Philadelphia newspaper man and the writer of the words of "Hail Pennsylvania;" and the other, a powerful and intense story, "The Case of Paul Breen," by Anthony Tudor.

A. L. BURT COMPANY will have ready on September 15 a number of new issues of popular copyright fiction. Among the titles are H. B. Wright's "The Calling of Dan Matthews;" Rex Beach's "The Silver Horde;" G. R. Chester's "The Early Bird;" Cullum's "The Watchers of the Plains," and Daskam's "Margarita's Soul." The Ellis Parker Butler books, "Pigs is Pigs," "That Pup," "The Water Goats," "The Thin Santa Claus" and "Mike Flannery" are also to be published at a reduced price.

MISS MAUDE ADAMS's recent order for a complete set of *Poet Lore* "Plays," closely following a similar order from David Belasco, shows the interest actors and producers are taking in this remarkable series of plays. The plan is to reproduce the most notable work of contemporary foreign dramatists in unabridged translations, and the series already includes over fifty plays. "The Creditor," by Strindberg, and "A Man of the World," by Marie von Ebner-Eschenbach, which Badger announces for immediate publication, are the latest additions to the list.

THE aim of Dr. Joseph Collins's "How to Capture Sleep," which the Sturgis & Walton Company promise for early fall publication, is to help sleepless people to cure themselves, to tell them practically and specifically what should be done morning, noon and night, in the way of food, exercise, baths, dress, etc., to capture sleep. The book is essentially practical, and free from puzzling scientific terms. The author is physician to the Neurological Institute of New York, and this concise volume sums up the essence of a wide experience.

DR. EUGENE L. SWAN, one of the editors of the new book, "Harper's Camping and Scouting," which ought to be timely at this time of the year, points out that camping on a large scale involves a system like that of a military camp. In his career as camp director, he has tried all sorts of devices in use in armies, including the latest methods of the Japanese. The book lays emphasis on



the idea that the military virtues of camp life and of the boy scouts are the best training for peace, and attempts to show how an outing may combine the maximum of fun with the cultivation of common sense, competency and self-reliance.

THE lists of "best-selling books" show that the latest addition to the *Dave Porter Series*, "Dave Porter and His Rivals," published by Lothrop, Lee & Shepard Co., already leads the juveniles. Edward Stratemeyer is recognized as one of the most popular writers of boys' books—one who can tell a good stirring tale, wholesome as well as thrilling. The quick demand for this, the seventh volume of the series, shows that Dave Porter, whether at school, on the high seas or on a western ranch, never fails to enjoy the kind of experiences that interest young Americans.

DANA ESTES & COMPANY announce for August 19 "Virginia of the Rhodesians," a story with a South African heroine by Cynthia Stockley, author of "Poppy" and "The Claw." On August 26 will come "The House of Silence," by Evelyn Everett-Green, a problem novel in which an American heiress, her friend Lady Lancaster and a rising author are the chief characters. May Crommelin's "Madam Mystery: a Romance of Touraine," to be published September 2, is a story of the Loire country, with its romantic castles, where a party of tourists are beset by a mysterious will-o'-the-wisp double of the heroine.

BRENTANO'S is bringing out a complete list of books which are always in demand, always enjoyed, and always good sellers. They are those of the irrepressible Bernard Shaw. There is a complete list of his plays with the prices, but for summer reading perhaps none will appeal as the "Doctor's Dilemma" does. It has stirred up so many discussions that people will read that who have not read Shaw's writings before. If an entirely new point of view on life and its happenings is desired, an entirely original standard on which to raise an interesting argument certainly the "Doctor's Dilemma" will do it, after which the other volumes of the set will be sent for undoubtedly.

AMONG A. C. McClurg & Company's announcements for fall are a new novel, this one of the American Revolution, "My Lady of Doubt," by Randall Parrish; "Dr. David," by Marjorie Benton Cooke; and "The Blood of the Arena," a powerful novel of bull-fighting by Vicente Blasco Ibáñez. Among their more serious books may be noted "Robert Louis Stevenson in California," by Katharine D. Osbourne, his step-daughter; Senator Cullom's "Fifty Years of Public Service;" several new travel books, notably Frank Yeigh's "Through the Heart of Canada;" and Mrs. Edward Ayer's "A Motor Flight Through Algeria and Tunisia;" and a long line of attractive juveniles. In the latter a new series is started, *What Shall I Be?* written by Tudor Jenks and illustrated by George Alfred Williams, the first volumes being "The Fireman" and "The Sailor."

THE Académie Française has not this year awarded the Grand Prix de Littérature of 10,000 fr., although Charles Péguy was at the head in each of the four ballots. M. Péguy has, however, received the quinquennial Prix Estrade-Delcros of 8000 fr. for his "Mystère de la Charité de Jeanne d'Arc." The Prix Alfred Née of 3500 fr., for the most original work, has been awarded to Louis Bertrand. Colonel Barattier receives the Prix Vilet of 2500 fr. for his books on Africa; and Paul Renaudin the Prix Narcisse Michaut of 2000 fr. for his book "Ce qui Demeure." The Académie des Inscriptions has this year divided the Grand Prix d'Histoire Gobert into two, the first prize of 9000 fr. going to Ch. de la Roncière for his "Histoire de la Marine Française," and the second of 1000 fr. to Lizerand for his "Clément V. et Philippe le Bel."

SOME diversity of subject is represented in the John Lane Company publications announced for this week. In the line of biography we have "The Life of Sir Joseph Banks," written with the idea of presenting to modern readers an unfamiliar side of the eighteenth century, in which science and public spirit would be represented. The author is Edward Smith, F.R.H.S., and the volume is finely illustrated. In political science we have "Socialism and Individualism," by Bernard Shaw, Sidney Webb, Sidney Ball and Sir Oliver Lodge, being the third volume in the *Fabian Socialist Series*. Fiction is represented by John Parkinson's "Other Laws," a story with an African explorer as the hero; and, finally, poetry, by May Earle's "Juana of Castile," a historical tale in verse of the daughter of Ferdinand and Isabella of Spain.

THE Atlantic coast of North America has been dealt with in works elaborate and minute. The Pacific coast, on the contrary, is as yet nearly a virgin field and, consequently, in writing his new book on "California Under Spain and Mexico," Irving B. Richman has had to go directly to the sources, and these sources are almost wholly manuscript. They are contained in two principal repositories—the National Archives of Spain at Madrid and Sevilla, and the Central Archives of Mexico in Mexico City. Mr. Richman's book, just published by Houghton Mifflin Co., is furnished with numerous interesting maps, the earliest of which show the persistence among the first explorers and map-makers of the idea that North America was a group of islands. The book covers the period from 1535 to 1847.

DOUBLEDAY, PAGE & COMPANY announce the publication this week of two new additions to their *Garden Library*, entitled "Vines, and How to Grow Them" and "Chrysanthemums, and How to Grow Them." In "Rolf in the Woods," published also this week by Doubleday, Page & Company, Ernest Thompson Seton has contrived a fascinating combination of story and nature book. There is probably no other author who could so skillfully have told the story of Rolf Kittering, who crawled out of the window of his little attic room



one night to escape his infuriated and brutal uncle, and found refuge in the camp of his chance friend, Old Quonab, the Indian. The mystery of the woods, the life of the wild creatures and the lessons in woodcraft learned as a matter of daily life give a strange setting to the story. Later the tale grows exciting, when Rolf comes to put his new knowledge into practice as a daring scout during the War of 1812.

AMERICAN copyright laws underwent criticism during a discussion Tuesday of the pending British copyright bill in Grand Committee of the House of Commons. William Joynton-Hicks, Unionist, wanted a clause inserted in the bill similar to the American provision refusing a copyright unless the book was printed and bound in the United States. He said that for years Great Britain had been content to take lying down what America chose to give, and that the time had come to treat with America on equal terms. Sydney Buxton, president of the Board of Trade, who has charge of the bill, declined to accept the amendment. Both he and Sir Gilbert Parker dwelt on the extreme danger of meddling with the present Anglo-American arrangement, Sir Gilbert saying that the highest personages in the United States had definitely told him that he could not save American rights for British authors if the existing compromise were disturbed. The amendment was defeated.

THE library of the French Chamber is rich in manuscripts and rare books, some of the latter never having been heard of by the general public. A Paris contemporary publishes the titles of volumes to be found on three shelves, one above the other. They are elegantly bound, and have the following titles: "Expédi-française à Suresnes," three volumes; "Lettres de Roland à Charlemagne," three volumes; "Mémoires de Saint Elot," four volumes; "Description de l'Atlantide," four volumes; "Histoire de l'Avenir," eight volumes; "Catalogue de la Bibliothèque d'Alexandrie," twenty-one volumes; "Mémoires de l'Académie de Suresnes," twelve volumes, and "Collection des lois de Mines," nine volumes. Another treatise is "Opera Nulla," which our contemporary renders freely, or perhaps we should say scornfully, as "Œuvres Parlementaires." It may be added that these works are "dummies," and are used to hide a door. A similar arrangement is to be found at Chatsworth, and we believe that Tom Hood was the sponsor for the laughable titles in the Duke of Devonshire's library.

BARSE & HOPKINS are publishing a number of books, including some which they have taken over from Edward Stern & Company. "Black Beauty" is ready in a new edition, with twelve colored illustrations by Robert L. Dickey; "The Wealth of Love"—a companion book to "Wealth of Friendship"—is an anthology of love literature; "Pleasures of Literature," by J. W. Shalter, has an introduction by Andrew Lang; the poems of Oscar Wilde, including "The Ballad of Reading

Gaol," comes attractively bound in white velum and cut cloth. In the way of juveniles are "The Diary of a Birthday Doll," by Ethel C. Dow, one of the Stern publications; and "Aunt Maria's Dressing Table," a little novelty book for children to paint in and to read. Two volumes of poetry by Robert W. Service, "the Canadian Kipling," are "The Spell of the Yukon" and "Ballads of a Cheechako," pictures of life in the Northwest. Other publications from this house are "A Manual for Nurses," by Sydney Welham; "The Open Door," a guest book; and "Waes Hael," a book of toasts.

"THIEVES," the new novel by the pseudonymous author "Aix," which Duffield & Company recently published, is getting an unusual share of praise, as a vivid picture of our American plutocracy. We find the *Springfield Republican*, for instance, saying: "It should be a sufficient advertisement for 'Thieves' that it is by the unknown author of 'Adventures of a Nice Young Man'—unknown, that is, except by the penname 'Aix' which may be taken as standing for 'X,' an unknown quantity. Rather young, 'Aix' may be figured, and unendingly clever, a university man who has travelled in America as well as abroad, and knows society as well as business affairs, and has withal an acquaintance with the English and Latin classics that is not a mere literary pose. For a satirist to prefer not to be known is not surprising, and 'Aix' is a satirist who has some bitter things to say of American society, albeit he says them with an elegance not common in modern satirical efforts. This satirical purpose, it may be added, is the best justification of the artifice he has shown in reviving the mannered prose of the eighteenth century. The contrast between Pittsburgh and the age of Dryden is delicious."

It is generally conceded that the first Christmas Greeting Card was the one designed in 1842 or 1843 by John Horsley, R.A., at the suggestion of Sir Henry Cole. It appears that the ancient Egyptians were accustomed to interchange New Year greetings in the form of small scarabs and tablets, upon which were engraved in hieroglyphic characters wishes for "Good Health," "Happiness," "Long Life," etc. The Hills & Hafely Company, acting on the suggestive of these primitive "Christmas cards," have reproduced some of these ancient designs with translations of the original inscriptions. They should appeal strongly, by reason of their classical interest, to all people of taste and culture, on account of their novelty and artistic merit. John B. Fay, the Chicago representative of the Hills & Hafely Company, has a complete line of samples of these "Scarab" cards, as well as of the whole "For the Empire" series, on exhibition at Room 1320, Republic building. Visitors to the Book Fair are urged to look over this line of calendars, New Year's cards and Christmas and holiday booklets and novelties. Have you seen the autographed Christmas cards?

A NUMBER of new juveniles are announced for the fall by the H. M. Caldwell Company.



"The Big Book of Fairy Tales," selected and edited by Walter Jerrold, is fully illustrated in color and black and white by Charles Robinson; Caldwell's "Boys and Girls at Home," will come, entirely new, in its fourth issue. Other books for little folks are "Busy Little People All the World Over;" "Peggy's Travels," a picture book for little folks; "Tales and Talks in Nature's Garden," a picture book of nature stories; "Doggy Doggerel," nursery rhymes by Emily Westrup, illustrated in color by Kate Westrup; "A Hunting A B C," by the same illustrator; and "The Story of Snips," by Augustine Macgregor. Besides these the house will publish George MacDonald's famous stories for boys and girls in illustrated editions, and Captain F. S. Brereton's new volume for 1911, "Tom Stapleton, the Boy Scout." "The Land of Let's Pretend, and Other Poems of Child Life" is a juvenile book for grown ups, with decorative borders and full-page color plates by Laura E. Foster. "Heart to Heart Recipes, or, a Bride's First Cook Book" is a souvenir to contain records of engagement luncheons, "showers" and other festivities, with blank pages on which favorite recipes may be written.

EDEN PHILLPOTTS's latest novel of Dartmoor, "Demeter's Daughter," has been followed by an interesting "personal statement" in the *Westminster Gazette*—that is, by a letter from the novelist, arising out of a review. "Pardon the egotism that assumes any interest in one's art," says Mr. Phillpotts, "and let me tell you that my purpose with respect to Dartmoor is nearly fulfilled. Eighteen years ago I set myself the task of creating a modest epic of this upland in some five-and-twenty volumes. Each novel is a fragment of the total impression I desired to create. Full well I know the faultiness of the whole, but such as it is, the work is almost ended. Three volumes remain to be published, of which two are written, while the third and last now occupies my pen." On the subject of human nature in his Dartmoor stories, Mr. Phillpotts remarks: "It is not reasonable to affirm that what we call evil is invariably victorious in my books. I can remember but few instances wherein this happens. Recognized values are for the most part apparently victorious on Dartmoor, as elsewhere, and while not concerned with abstract morals, it would have been bad art to create the contrary impression. I do not declare that the just are never rewarded, but that the weak seldom are. Destiny depends upon character, not current ethics."

#### PICK-UPS.

##### THE CONTEMPORARY FICTION CO.

THE visible part of the Contemporary Fiction Company proved to be a corridor in an office building, surrounded by half a dozen rooms occupied by young men and women and typewriters. Its master-mind was evidently the youthful but most businesslike president, who described his company as a semi-mutual corporation engaged in the production of fiction for the trade.

"Our staple," said the president, "is short stories, and in the present state of the market we can scarcely keep even with our orders. Last week we delivered one dozen each of aviation, automobile, rural and suburban, settlement and sociology, power-boat and yachting, and two dozen heart-interest stories. To-day we ship a dozen near-Mexican army and navies, a rush order. We are now at work on a gross of adventure stories for a syndicate. The magazines are delighted to find that we may be depended upon to supply precisely what they want just when they want it, and save them the infinite annoyance of dealing with individual authors; and they also find that our rates for quantity save them a good deal of money. Therefore we are working up to our capacity of about seventy stories a week, and, incidentally, accumulating a tidy little surplus. Our system is very simple. I and the secretary-treasurer control the company, and draw up the specifications for all work. The sketching, filling in, and finishing are done by heads of departments, who hold smaller blocks of stock, and by junior assistants, whose salaries are a share of the profits—a plan that insures their best interest and efficiency.

\* \* \*

He led us to a long table beside which stood several drawers from filing cases on a kind of rolling truck. "I have been working here on the specifications for the adventure stories I spoke of," he continued, taking up a sheaf of printed blanks. "Here are some beginnings from the Action file. This newspaper clipping headed 'Fireman rescues four' is not uncommon, but you can see the story grow when you combine it with this one—'Little girl gets pass to feed fire horses.' This next clipping is sufficient in itself—'Freighter sails to Africa to barter beads for wild animals.' These others—'Palace ablaze,' 'Island sinks,' and 'Whole town destroyed'—are also promising. Here is an item from the Anecdote file—'A young fellow in a supper restaurant stares rudely at a lady, and flicks his cigarette-ash in the face of her remonstrating escort. The latter picks up the offender, shakes him like a bottle, and returns him gently to his chair. The escort happens to be Sandow.' In dull seasons we make up action outlines from lives of filibusters and explorers, from opera librettos and plays, and, finally, from nursery rhymes. You are perhaps surprised at the last, but they contain a great deal of fundamental human interest.

\* \* \*

"Having selected a number of such Action-starts, as we call them, we turn to Situation. Here are some items from that file—'Saw Flying Dutchman,' 'Racing against ship fire,' 'Chinese crew burns joss sticks to comet.' Cut out the comet, and all of these items go with the African barter ship. 'Religious sect awaits the end of the world'—that may combine with 'Island sinks' or 'Whole town destroyed.' These others furnish Situation-starts—'Smuggling by aeroplane,' 'Foreign officers caught spying on forts,' 'Colonial returns displeased with home,' 'Has custom



house search her social rival,' 'Fashionable women see prize-fight.' That last gives a welcome variation from the conventional Monte Carlo gambling-hall opening. Many stories, of course, we begin with 'Character-starts.' Some of these come from clippings, like the following—'Man who feeds nuts to squirrels,' 'Dead laborer was wealthy sociologist,' 'Former waiter becomes hotel manager.' Members of the staff, also, turn in suggestions like the following: 'The man with the wardrobe trunk,' 'Doubles in appearance but not in character,' 'Hero and centre of story who never appears.' Gradually we are making up a canon of contemporary characters like the famous stock characters of the Roman or the Restoration comedy. Butlers and sailors, engineers or explorers, are staple. Spies and bosses are a bit stale, and we are going slow on commercial travellers and advertising managers. But we are featuring the army woman, and we expect a good response to our new ticket-chopper series. Live new characters are always in demand.

\* \* \*

"The last general specification is 'Setting and Scene,' like—'Oil fire fogs the river,' and so forth. We consider scene so important that we have in every office Stevenson's words 'culminating moments, epoch making scenes, that strike the mind's eye, put the last mark of truth upon a story.'" After again hesitating and being again assured of our very great interest, the president continued, "Theme, character, action, incident, situation, and scene being thus stated on the specification blanks, we write in hints for Treatment. Thus we keep the characters as simple as possible, trying for individual examples of conventional types, for definite persons that develop sharply, in small groups, with strong contrasts. The presentation we elaborate as much as possible—how the characters affect one another and display themselves in deeds and words. We cut out analysis and comment, but expand on appearance, manner, dress and speech. Similarly, in action, we make the pulsation of interest primary, emphasizing expectation, uncertainty, surprise, and quick solutions. With these various suggestions the specifications go the rounds of the heads of departments, each of whom makes further additions representing his special field. When the blanks come back we finally approve or amend them, and assign the stories for writing. Each junior assistant writes about one story a day, directly on the typewriter. When each story is written to the specified length, the writer adds a title, and the piece goes the round of the heads of departments once more, for approval or amendment. All details of character, or action, or setting that are questioned are either omitted, or verified from sources in the office, or referred to people outside who know. A slight seasoning of humor is also written in wherever the characters would express or display it. We are, however, very conservative about humor, since it is impossible to know how readers will take it. Irony and satire are so generally misunderstood that we exclude them altogether.

"Finally, our style man supervises all dialogue and diction. He is learned in every form of literary speech from Platonic symposia and mediæval disputation, down to mid-Victorian table talk and contemporary slang. He sees that all conversation is clear and consistent. In style he suffers nothing that is not expressive of the matter or instantly intelligible to the average reader, and yet, under his criticism, the style of our output is on a very high level. He hates adjectives and has an eye even for syllables and letters, being severe with explosives and gutturals and cordial to liquids and labials. He has a collection of fine lines of verse to be memorized by any assistant whose diction grows commonplace. It was he who devised our system of naming characters from places, in order to avoid the possibility of annoying actual people, although he does sometimes invent names to suit characters—like Mrs. Grandy, or Miss Miniver, or Monsieur Galantin. It was he, also, who devised our system of signing each story with a name appropriate to its variety, so that these signatures become trade names. Many of our best titles, too, are his. He named 'Mary-Go-Round' and 'Helping Harrington,' 'Yellow Jacket' and 'The Golden Goose,' 'The Rule of Three,' and 'One Hundred and One,' and our 'Half-portion' and 'Tales of To-day' series. He becomes an officer of the company shortly, investing some of his large outside earnings from naming apartment houses, sleeping cars, and manufactured articles like the 'Fair-price products.'"

"But what will be the effect upon literature?" I wondered, when we were again upon the street.

"It will have no effect upon literature," said my companion.—CLYDE FURST, in the *New York Evening Post*.

#### "L'ETAT, C'EST MOI!"

ENRAGED over something the local newspaper had printed about him, a subscriber burst into the editor's office in search of the responsible reporter. "Who are you?" he demanded, glaring at the editor, who was also the main stockholder. "I'm the newspaper," was the calm reply. "And who are you?" he next inquired, turning his resentful gaze on the chocolate-colored office-devil clearing out the waste basket. "Me?" rejoined the ducky, grinning from ear to ear. "Ah guess ah's de cul'ud supplement."—*British and Colonial Printer & Stationer*.

#### BIBLIOGRAPHIC NOTES.

SUBSCRIPTIONS are being solicited to an index to the 115 volumes of the Cole manuscripts in the British Museum. The Cole manuscripts are well known as consisting of historical, biographical and antiquarian information relating principally to the University, town and county of Cambridge, with a great deal concerning other parts of the United Kingdom; and this index will be the means of calling attention to new matter for workers.



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American Journal of Medical Sciences, years 1906 to 1910.

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Paganini's Art of Playing the Violin, tr. by Sibilla Novello. London, 1831.

Hope Leslie, by Sedgewick.

## W. H. Broomhall &amp; Co., Stockport, O. [Cash.]

The Philistine, vols. 1 and 2.  
 The Philistine, vol. 1, nos. 4 and 5, vol. 2, no. 1, vol. 3, nos. 1, 2.  
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 Cornhill Booklet, vol. 3, any nos.  
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## Bryant &amp; Douglas Book and Stationery Co., 922 Grand Ave., Kansas City, Mo.

Wilcox, Ethical Marriage.

## Bureau of Railway Economics, 1329 Pennsylvania Ave., Washington, D. C. [Cash.]

Wright, Pennsylvania State Railroad Commission, 1908.

Snyder, American Railways as Investments.

Bancroft, History of California, vol. 7.

I. C. C. Report, Strauss, vol. 5.

Lists of railroad items.

## J. W. Cadby, 50 Grand St., Albany, N. Y.

Craftsmen, 1902, Feb., Apr., Sept.; 1904, Aug., Oct., Dec.

Knickerbocker Magazine, 1835, July, Aug.; 1836, Jan., May; 1842, Sept.; 1844, Jan.; 1846, Sept.

Popular Science Monthly, 1899, June, July, Aug.; 1901, Aug.

Arena, 1898, Oct.; 1900, Jan., July; 1903, Apr., Aug.

American Historical Review, vols. 1-3.

## D. A. Callahan, 164 S. Main St., Salt Lake City, Utah.

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Griffith's Chronicles of Wexford.

Hogan, Ireland in 1598.

Song of McDermot.

Four Masters.

Claricarde Memoirs.

Cloney, Personal Narrative of Transactions in Co.

Wexford in 1798.

Potts, Our Family Ancestors. Canonsburg, Pa., 1895.

Wiley & Pomeroy, Rocky Spring Presbyterian Church, Franklin Co., Pa.

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Biog. Cyclo. of the World.

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Review of Reviews, 1891, May and Sept.

Forum, 1886, Sept.; 1893, May.

World's Work, 1900, Nov., Dec.; 1901, Jan., Feb.

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*American Law Review*, 1866 to 1910.

*Mineral Industry*, vols. 3, 12, 13.

*Economic Geology*, 1905 to 1910.

*Metal Industry*, 1894 to 1910.

Transactions of the Amer. Soc. of Civil Engineers, 1890 to 1910.

*Engineering News*, 1890 to 1910.

*Engineering Record*, 1890 to 1910.

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*Bay View Magazine*, Nov., Dec., 1903; Nov., 1905;

Feb., April, May, Dec., 1909; March, 1910.

*Book News Monthly*, Phil., 1882-95, v. 1-14.

*Photographic Times*, Jan., 1903; Sept., Oct., 1906;

Jan., 1908.

**Robert Fridenberg, 6 E. 42d St., N. Y. [Cash.]**

Fisher, Wm., Interesting Account of Capts. Lewis

and Clarke, 12mo. Balto., 1813.

Gallier, Jas., Timber Measurer's Assistant. Balto.,

1823.

Trinity Church View from N. Y. Mag. 1790.

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Swinburne, Ben Jonson.

Symonds, Shakespeare's Predecessors.

Wis. Hist. Soc. Cols., vol. 10.

**Wm. J. Gerhard, 2209 Callowhill St., Phila., Pa.**

List of books, etc., relating to Central America,

W. Lee Phillips (Bureau Amer. Republics). 1902.

Proc. Calif. Acad. Sci., 1st series, vol. 2.

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Detached Dwellings, pt. 1, \$5, by American architect, N. Y.

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Archaeological Institute of America, papers by Bandler IV. and V.

Daniels, S., Works, ed. by Grosart.

Dover, N. H., Hist. Memorial of.

Freetown, Mass., Hist. of.

Halls of N. E.

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Wordsworth, Lithological Studies.

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*American Journ. Philology*, vols. 1-3.



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 Music of Field's Little Boy Blue, 1884.  
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*Popular Science Monthly* 1909, November.  
*American Naturalist*, 1877, October.  
*Shakespeareana*, 1890.
- Hunter & Co., Richmond, Va.  
 History of American People, Wilson.  
 Life of Thos. J. Jackson, by his wife.
- George Iles, 5 Brunswick Sq., Montreal, Can.  
 Griffin and Little, Chemistry of Paper-making. New York, 1894.
- Illinois Book Exchange, 407 Lakeside Building, Chicago, Ill.  
 Carruther's Revolutionary Incidents, and Sketches of Characters in the Old North State, 2 vols. Philadelphia, 1854-56.
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 Literary and Philosophical Repertory, vol. 2. Middlebury, Vt., 1814 to 1817.  
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C. S. Murdock, Medina, N. Y.  
St. Nicholas, July, 1909.  
Outlook, December 21, 1907.  
Literary Digest, Jan. 26, 1907; Aug. 29, 1908; Aug. 1, 8, 15, 22, 1909; Jan. 22 and July 2, 1910.  
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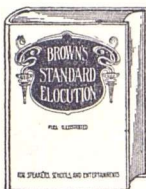


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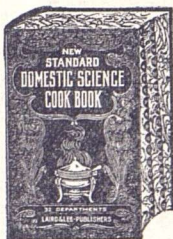
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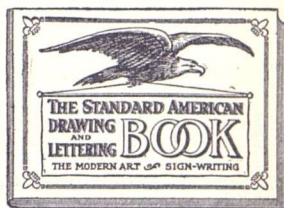
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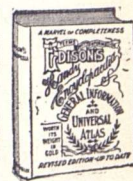
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